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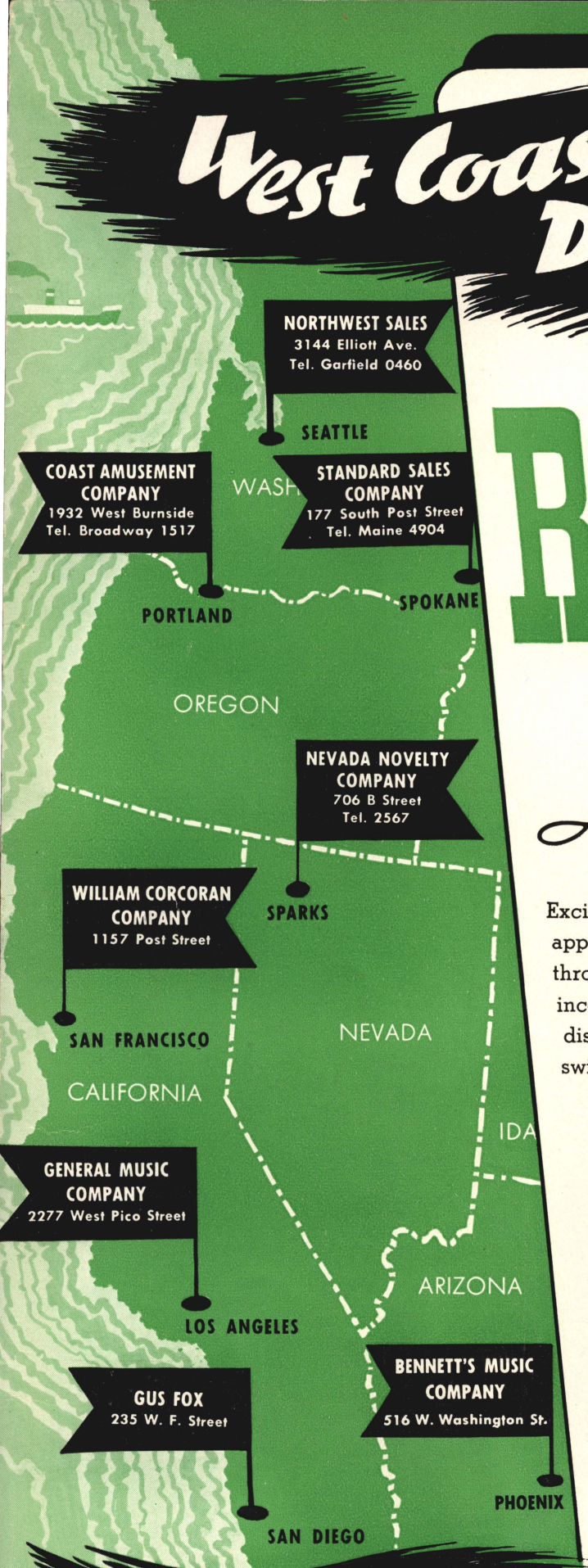
The Coin Machine REVIEW

for July 1939

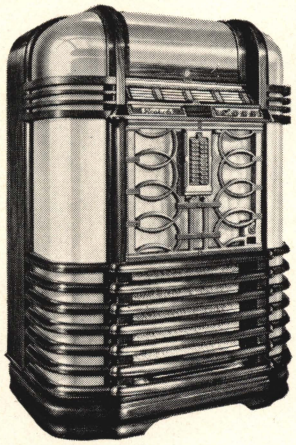
West Coast Distribution



ROCK-OLA

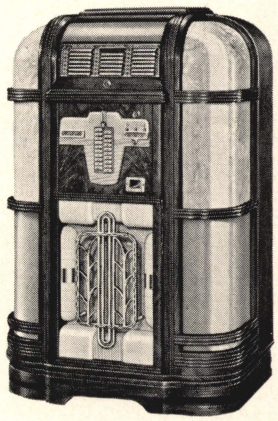
Luxury Lightup PHONOGRAPHS

Exciting and appealing as a Hollywood Premiere! They have eye-appeal with the continuous floating clouds of colorful lights seen through the colored catalin portions of the handsome cabinet; incomparable life-like tone and dependable performance! YOUR distributor is within convenient calling distance. Get into the swing of music profits before another day passes.



ROCK-OLA *DeLuxe*

Generous portions of catalin in cabinet add to play appeal. Has 99% slug-proof coin chute; also the famous double cash box with automatic coin divider.



ROCK-OLA *Standard*

Slightly smaller model—variation in design. Ample use of catalin. Also has 99% slug-proof coin chute. Mechanically trouble-free.

See the new Sensational Rock-ola Luxury Lightup Counter Model

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue, Chicago

HAILED BY LEADERS OF THE INDUSTRY AS THE

OUTSTANDING HIT OF 1939!

BATTING CHAMP

Incorporating for the FIRST TIME

PERFECT INVISIBLE PERCENTAGE CONTROL!

At last! PERFECT INVISIBLE PERCENTAGE CONTROL is a reality! Heretofore believed impossible in a coin game . . . this sensational improvement has now been embodied in this outstanding new hit. So perfect, so fully adjustable, so dependable in every way that we absolutely guarantee 100% MECHANICAL PERFECTION!

BATTING CHAMP holds irresistible Big Winner appeal! Player builds up an amazing batting average up to 80 by skill, right while playing the game! New Alternate Type Bumpers register either hits or batting average points; New Live Ball Action, Free Ball Return, Home Runs and other appealing features add tremendous excitement!

Operators report BATTING CHAMP is putting them in Championship money! Order yours quick!

REGULAR MODEL $89.50

FREE PLAY $99.50

Size 44" x 22"

Extra Large Backboard

"A GOOD GAME IS NEVER OUT OF SEASON!"

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO

The COIN MACHINE REVIEW for July, 1939. Vol. 7, No. 1. Published monthly at 1113 Venice Blvd., Los Angeles, Cal. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal. under the act of March 3, 1879.

6 POINT
INCOME INSURANCE

And a life-time income too! Free from the ups and DOWNS of ordinary operating! • SURPRISINGLY LOW COST • LIBERAL TIME PAYMENTS • EASY INSTALLATION (no plumbing) • SIMPLE TROUBLE-PROOF MECHANISM • SUBSTANTIAL PROFITS • STEADY REPEAT BUSINESS—thanks to delicious fully carbonated properly chilled beverage produced by EXCLUSIVE BALLY METHOD. *Write today for complete information.*

BALLY MFG. COMPANY

2640 BELMONT AVENUE **CHICAGO, ILLINOIS**

Bally BEVERAGE VENDER

FLASHES

LONDON—British coin machine men have found that recent war scares have, to some extent, caused a momentary lull in their business. However, in summing up their business at the end of the first half of 1939, they find that phonographs have continued to be popular. There has been some slack on new games. No doubt the English want music with their wars.

PARIS—One of the smallest, yet one of the most successful from the standpoint of business transacted, the 1939 French coin machine show was held here recently. One of the high spots in the show was the presentation of the first coin-operated phonograph exhibited in France. It was a new Wurlitzer, and French operators were very enthusiastic about the machine.

SEATTLE—Arrested while using a magnetic device to guide balls into the high score holes of a marble game, a young man was sentenced to jail for two months. A young woman, also held, played the game while the young man jockeyed the balls into the high-scoring positions.

CANTON, Ohio—Operators report the penny arcade business is far ahead of last year and indications are that 1939 will be one of the best years in many seasons. More new machines are in evidence and operators are taking more pride in their business. One leader in the business says, "it looks like penny arcades are at last going modern."

WASHINGTON, D. C.—U. S. salesmen outstripped their closest competitor, Germany, two to one in sales during the first three months of 1939. This fact, shown by government records, indicates that the old U. S. sales punch is not lost. And the coin machine manufacturers got their share, you may be sure.

CHICAGO—Candy manufacturers have until January 1, 1940, to comply with the new labeling law under the Federal Food, Drug and Cosmetic act. Under the status of the Lea Bill, producers must change their labels to comply with the new laws. By showing sufficient reason, manufacturers may have until July 1, 1940.

NEW YORK—Advertising is not as costly as some people seem to think. A recent survey showed that less than 3 per cent of the total sum paid by consumers for the products they buy goes to advertising costs. In 1937 $45,000,000 was spent for advertising cigarettes, yet the average cost for cigarettes selling at 14 cents was little more than half a cent a package. ◆

JULY, 1939

Subscription Order

COIN MACHINE REVIEW

1113 VENICE BOULEVARD
LOS ANGELES, CALIFORNIA

35 EAST WACKER DRIVE
CHICAGO, ILLINOIS

Please enter my subscription to THE REVIEW for:

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_____ 1 Year . . . $1.00

to start with the_____issue. A remittance in full is attached hereto.

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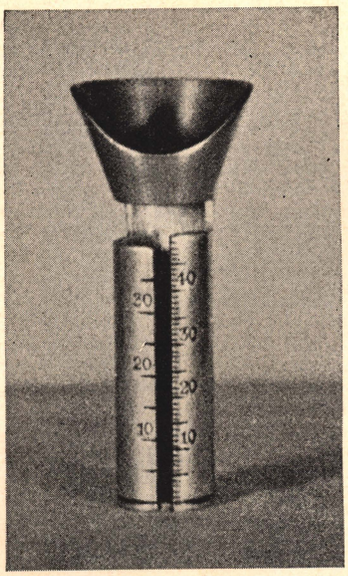


2 IN 1 COIN COUNTER

Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: $1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

VIKING'S "EASY" KEY RINGS

A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

No. 1-E (will hold up to 30 keys)——10c each, Postpaid
No. 5-R (will hold up to 100 keys)——35c each, Postpaid
No. 10-R (will hold up to 150 keys)——50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE
(U. S. Postage Stamps Accepted)
FULL SATISFACTION ABSOLUTELY GUARANTEED

Annoyed by ? ? ?

SLUGS

Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco

NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.
—Sec. 282, Title 18, U. S. Code Annotated

RECORD SHEETS

For Vending Machine Operators

Send 3c Stamp For Sample
VIKING SPECIALTY CO.
530 Golden Gate Ave.
San Francisco, Calif.

"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

Ball Gum

$6.00 per carton of 5000 gum balls
Free delivery on orders of two cartons.

Full Payment With Order

5 COIN MACHINE REVIEW

COIN WRAPPERS

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

TUBULAR OR FLAT—$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Collection Books

50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

ROASTED
SALTED
ALMONDS
grown in California

40¢

per pound
in 30 lb. cartons
Full Payment With Order, Please

CHARMS

55¢ PER GROSS

Buy your charms from us in any way you like, either in assortment or in bulk. We specialize in supplying charms to large operators who necessarily must buy their charms as cheaply as possible. Just let us know what make of venders you operate and we shall supply the correct size charms. We have all kinds of charms including "Snow White and the Seven Dwarfs," Mickey Mouse, Pluto the Dog, Elmer the Elephant, Donald Duck, Popeye, etc. We also have large red skulls with rhinestone eyes, black dice set with rhinestones, small dice, either glass or celluloid or catalin, in many colors, etc. We have **IMPORTED** as well as **AMERICAN MADE** charms. Send 65c in postage stamps or otherwise for sample assortment containing 144 charms. Also write us what you want or need and we will then go into details.

VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

It's "Give me Liberty, or else" in the offices of the Advance Automatic Sales Company in Los Angeles where Mac Mohr, left, Daval representative, is shown unveiling the beauties of the new machine. Standing next to Mac is Mac Sanders, Advance manager, who states that Liberty is one of the finest games he has ever sold. Balance of the boys are operators eagerly awaiting the snapping of our camera shutter so they can hie off with Libertys for their locations.

Northern California

By DOROTHY PETSCH

SAN FRANCISCO—Advance Automatic reports their best business is with Stoner's Snooks this month. "It's an inverted Chubby," says Lou Wolcher. Fun-loving Wolcher has been standing on his head this month with his new enterprises which keep him whirling from Calistoga to San Francisco to San Jose and back. Over the Fourth of July Lou staged the Calistoga District Fair which boasted carnival rides, a Forty-Niner Camp and all the trimmings. The town is noted for its keysers, sulphur springs, and mud baths and attracts a big holiday crowd from the Bay area. How to keep the crowd active but cool was Lou's concern during June. With everything set for a sweltering Fourth the day dawned damp and cold. Visitors in town for the four-day holiday padded themselves with newspapers. "And there hasn't been a cold Fourth in eight hundred forty-two years," says Lou. In spite of the weather, though, they did a good business and Lou may become a career man yet.

Sunday, the ninth, the San Jose track, another of Wolcher's pets, staged its second series of races, this time specializing in stock cars. Every big name racer in the West was entered and the crowd was double the size of the previous races which brings it close to twenty thousand.

Novelty games are the biggest export item for Wolf Sales this month with the South Seas the best market. Art Brant, formerly associated with Wolf Sales and now located in Melbourne, writes that business down there is very good. It's no place for the beginner, he continues, because a man has to be a first-class mechanic with a knowledge of converting machines for local electric currents and coins as well as a salesman who can adapt himself readily to an entirely different business set-up. American go-gettum standards don't work, it seems.

The Wolf Sales phonograph cabinet is still experiencing heavy activity in the East and South with plenty of re-orders coming in from satisfied customers. In the game field, Bally's Variety heads the list for the company here on the Coast.

Albert "Chickie" Reiwitz has decided to join his dad in the game and phonograph business since his graduation from high school. Already popular with local operators from his association with his father during his summer vacations, he plans to work in as office manager.

The Reiwitz family is celebrating this week the wedding of the eldest son, A. L. Reiwitz, to the lovely Gertrude Jonas, a member of San Francisco's smart set. Although only the two immediate families attended the wedding, the festivities included all the friends of the young couple and their parents. Wolf's present to the bride and groom was an eight cylinder Pontiac sedan, while the Jonas family completely furnished a four-room apartment for the couple. They are spending a two weeks' honeymoon at Tahoe Tavern. Reiwitz is an engineer with the Independent Iron Works in San Francisco.

Victory is still the best going game for the Jack R. Moore office with Johnny Ruggiero running around in circles trying to fill the orders which have been placed by enthusiastic operators. The Bally Beverage Vendor is making a name for itself in San Francisco. Word has been getting around among the local citizenry that the Coca-Cola it vends is really good whether it's from the top or bottom of the vendor, and you can't beat that kind of advertising, says Johnny. Several of the local theatres have been equipped with these machines during the past month.

Viking Specialty Company is now the exclusive agent in California for the U-Select-It "108", which boasts of being the largest vendor of candy bars ever built. Einar Wilslev, owner, says that this machine is designed primarily for heavy volume locations in order to save extra servicing trips. He adds that it has the same trim, sturdy unit that the standard "54" type has and is one of the most trouble-free machines he has ever had in stock. Sales on this are not heavy as yet, for it is designed for a smaller market than the "54". It is Wilslev's belief, however, that it's popularity is going to increase when operators find what a timesaver it is.

The exporting business is good at Viking, too, with British India the best market for games and Central America particularly good for nut machines. Panama this month is the biggest buyer in this field. Almonds are still good in the local market and Boston beans have experienced a marked revival. Tom Thumb machines are the most popular vendors sold by Viking to local ops.

Gus H. Jensen, formerly an operator in Eureka and Northern California representative for Viking, has forsaken his old haunts and is now outside man for the local Viking office. Jensen and Wilslev are collaborating on the restaurant-on-wheels idea with marked success. At present the units are being tried out in Northern California but they will appear shortly in all parts of the state. Spotless and attractive eating conditions are the keynote of these roadside restaurants where each one is completely equipped with all types of vending machines.

The Majestic Treasure Ship is this month's best seller for Anne Mandel. It's a

(See NO. CALIF., page 55)

OPERATORS ATTENTION—OPERATORS ATTENTION

Pacific Coast Headquarters

USED

Cigarette Vending Machines

We Buy and Sell All Makes and Models
Complete Satisfaction Guaranteed

WRITE OR WIRE
YOUR REQUIREMENTS

P & M SALES CO. **156 9th St.**
San Francisco, California

OPERATORS ATTENTION—OPERATORS ATTENTION

Coin Machine OPPORTUNITIES

II

by

HAROLD S. KAHM

Herewith we present additional coin-operated opportunities by Harold S. Kahm, author of "New Business Opportunities for Today." Brought up in the amusement industry Mr. Kahm is well qualified to discuss opportunities in our great industry. His first article, in our May issue, accounted for considerable discussion and brought forth requests from our readers for additional articles by this eminent authority.—THE EDITORS.

●

1. Every large hotel has a severe problem on its hands which it would like solved, for its solution would mean better service for its guests. This problem concerns the stranger who comes to town for a couple of days, is sick of seeing movies, and is lonesome and bored. You can wander into any hotel lobby in the country and see these people sitting around, doing nothing, or thumbing through a magazine or newspaper, killing time after dinner.

This problem could be partially relieved by the establishment of an "amusement room" in every large hotel, equipped with coin-controlled amusement devices. To be sure, some hotels do have one or two automatic devices or other somewhere in the lobby or mezzanine floor, but the amusement room idea is an entirely different matter.

This amusement room could consist of any ordinary fairly large hotel room, preferably located off the lobby or mezzanine. Its equipment might include the following devices: Three or four automatic games for two, such as Hockey, Baseball, Basketball, etc., two or three strength-testers, some pinball games, Skee-ball, or Skee-roll alleys, automatic billiards, and other devices. There would also be a coin-controlled phonograph, and perhaps a small bar, or refreshment counter installed by the hotel.

Prizes, not cash, should be offered to the high-scorers of the various games, the prizes consisting of items which would be most appreciated by travellers — handkerchief kits, leather folders, baggage tags, local souvenirs, travelling kits, books, etc.

The room should be well furnished, with comfortable chairs, to encourage lounging. The decorations should be colorful and gay.

The chief purpose of the room, aside from offering a means of killing a little time pleasantly, would be make people sociable, so that strangers could become acquainted easier, thus relieving the problem of loneliness.

The amusement room could be advertised simply by cards in the elevators.

A great many hotel managers would be glad to cooperate with coin machine operators in the planning and equipment of such a room. It goes without saying that in a first class hotel all of the devices installed should be of the newest and best type, in suitable cabinets stained or decorated to conform with the general color scheme of the room.

A chain of amusement rooms of this type could be established across the country, taking in hundreds of the larger hotels.

One important factor to consider is that the patrons of good hotels generally have plenty of money to spend.

2. The railroads today are using every means in their power to increase the comfort and pleasure of their passengers, in an effort to meet the growing competition of automobiles and busses.

One of the problems which they would like to solve concerns the entertainment of passengers on long trips. It is an ordeal for the average person to sit quietly doing nothing for two or three days of a transcontinental journey. The smallest offer of amusement is seized upon with a good deal of eagerness.

It might not be difficult to induce a railroad to provide a small space in each of several cars for the installation of some small-sized coin-controlled games. Three or four new games in the First Class lounge car of a transcontinental train should do a capacity business. If the train carries a cocktail lounge car, other games could be installed there profitably. The First Class passengers in any train are invariably the monied people.

However, the coaches are not to be overlooked either, and a great deal of business could be obtained from this class of passenger.

The important point is that there are many games which take up a very small space, and in allotting this space to them, any railroad would be helping to overcome one of the major passenger problems, which is lack of entertainment.

It is not only the transcontinental runs which should be considered for this, but the shorter runs as well. Even a nine or ten hour trip, by day, represents hours of boredom for hundreds of passengers.

3. Amusement facilities in a vast majority of American small towns are extremely limited. The least novelty attracts people not only from the town itself, but from the surrounding country. The carnival industry is founded upon this fact, and every summer hundreds of carnival companies set up shop in these small towns and do a great deal of business. Even towns of as little as three hundred population have proven satisfactory for carnival companies because of the drawing power of the countryside.

However, carnivals are outdoor enterprises, and cannot do business during the rest of the year. During a good six months of every year the average small town's amusements are extremely limited.

It is during this season that the automatic world has its best opportunity to cash in heavily. It can be done very simply by means of a travelling unit, located in temporary stores in each town for a period of one to three weeks. This unit may consist simply of a large number of attractive coin-controlled amusement devices.

It should be a sort of miniature indoor carnival, with the true midway spirit maintained through the use of plenty of music, lights and color. All the young people of the town would be among the first patrons, and they would spread the word rapidly.

The cooperation of local merchants could be secured in advance to insure smooth sailing in every respect. For instance, a local restaurant man could be permitted to install a refreshment counter; another could have the candy concession. Other merchants could be permitted, either free of charge, or for a small fee, to put up signs advertising their merchandise. A local Church could be invited to set up a counter to sell cakes, or other goods. In this way the townspeople would feel they were benefiting directly from the enterprise. This procedure is not necessary, but it is advisable as a means of securing universal goodwill.

The equipment should include all types of new games. Skill games such as Skee-ball should operate with easily-won small prizes, such as a good quality candy.

The exterior of the store should be illuminated with a floodlight, or stringers of colored lights, and a loudspeaker should carry the music to the street. An excellent way to advertise other than this would be an advance ad in the local paper, and free advertising balloons passed out to the town kiddies.

Eventually it would be possible to build up a travelling indoor amusement arcade that would include every known automatic, coin-controlled amusement device.

In the summer time, this enterprise could operate under canvas with a carnival company, or else locate in an amusement park.

The money-making possibilities are unlimited. ◆

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES F-5075

You'll never regret investing in

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want.

2295 holes and the top payout is $25.00

Takes in.....$114.75
Pays average..... 59.29

Average profit .....$ 55.46

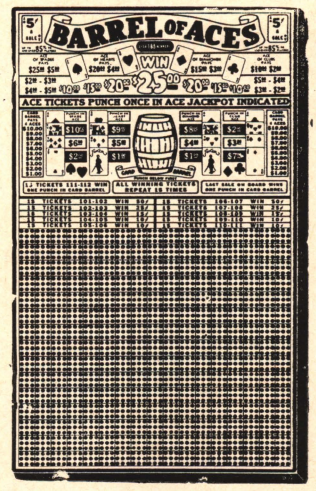
Price $2.49 each

It's A Sure Winner — Order Today

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Avenue Chicago, U.S.A.



Calcutt Subject of Added Publicity

The coin machine industry's "most publicized man" for 1939 is rightfully Joe Calcutt, owner and operator of the Vending Machine Company of Fayetteville, North Carolina.

Calcutt made the national news recently in the much discussed "Ten Billion Nickels" in the *Saturday Evening Post* for May 13. The *Post* article credited him with considerable influence in the industry and as being one of the largest operators in the country.

A more recent story, dealing with Calcutt and his Vending Maching Company, is a front page spread in the *News and Observer*, of Raleigh, North Carolina, for June 4. Here Calcutt becomes the "czar" of coin machines in North Carolina and Maryland, and his machine operations are discussed to some extent, telling no doubt, many things about Calcutt that he himself did not know.

The cause for the recent newspaper publicity originates, undoubtedly, in a recent change of the legislation controlling slot machines in North Carolina. Heretofore illegal, slot machines were legalized at the 1939 meeting of the legislature. The machines will pay a license of $20 a year each and, according to the *Observer*, "Calcutt estimates that there will be 25,000 of them licensed."

The newspaper attributes Calcutt's success to his "flexibility." "No slot machine manufacturer has ever devised a machine more flexible than the business methods of Calcutt himself. Just as the machines he distributes depend upon varying local laws and more important upon the varying strictness with which those laws are enforced, so are his operations governed. Operating a business, which in some sections of the country is completely disreputable, he has by his conduct in Fayetteville surrounded himself with a very high degree of respectability.

"In 1937 the Flannagan act outlawed all slot machines in North Carolina. The 1939 Revenue Act makes it possible for slot machines to be operated in the State. In Maryland a law that allowed the operation of the machines for two years has now expired, and has not been renewed, therefore North Carolina is the principle field for slot machine operations at the present time."

The *Observer* related that Calcutt "now operates 128 trucks, each carrying two salesmen and each servicing, and collecting from around 100 machines. As of June 1, the effective date of the new law, 112 of these 128 trucks were operating in North Carolina, the others being scattered over six or seven States.

"During the two years the Flannagan act was in operation, Joe Calcutt was giving full proof of his own 'flexibility.' Music machines and weighing machines were of unquestioned legality. With them he maintained his locations and also increased his profits and furthered his relations with the proprietors of those locations, with whom the profits of the games are divided, by selling vending machines operated by slots. That type of machine Calcutt sells outright.

"A visit to his home city of Fayetteville showed the kind of reward sometimes reaped by persistence. It was not necessary to leave the principal street of the city to find in operation not only the more modern 'pin ball' games, which with variations are the 'amusement' machines in 1939, but the 'one-armed bandit' machines, the kind that pay off with a jack pot, were also in operation."

Joe Calcutt builds good will wherever he operates. In Fayetteville he is one of the leading citizens and takes an active part in the town's social and business life. He has in his organization only the highest type of men he can employ. He prides himself on having the highest paid stenographers, 18 of them, in the State and on paying a minimum wage of $17.50 a week, which is received by his Negro porters. He contributes substantially to churches and all charitable causes.

The Calcutt pay roll is approximately $300,000 a year—not including commissions which go to make up his vast expense. He is the largest user of telephone and telegraph wires in North Carolina as well as of stamps and other mailing facilities. It is indeed a big business operated in a modern manner, with every indication that it is there to stay.

All of these points are covered in the *Observer's* article dealing with Calcutt, and the man himself is not neglected. Of Calcutt, the paper states, "He is quite a different person from the type one might expect to find. He is 43 years old, but looks younger, is smiling, courteous, and at times, slightly embarrassed. If he answers questions at all, he does so frankly, although there are some subjects he prefers not to discuss.

"But the most casual meeting with the man would leave any stranger with one correct impression of him. He is a born salesman and shows it in any sort of contact. Perhaps the reason he is selling slot machines instead of insurance or automobiles or something else is due to accident. Perhaps it is due to the excitement attendant upon vast but uncertain gains.

"Legends have been built up about Joe Calcutt in Fayetteville. But none of them involve any rough stuff! He prides himself upon not knowing any gangsters, although he is in a business in which gangsters have played important roles in other sections of the country."

How Calcutt got into the coin machine business is related to some extent in the *Observer* article. Calcutt's father operated a livery stable in Hope Mills, a village near Fayetteville. Joe began driving for his father at an early age. According to reports, one of the regular patrons was an itinerant slot machine operator. In time Joe developed into an assistant, then a proxy and finally a principal. Later, in Hopewell, Virginia, he developed a slot machine business that proved very profitable.

From Hopewell, he drifted to Charlestown, West Virginia, where he was even more successful. After working for a while in the industrial plant he entered the slot machine business in Danville, Virginia. Later Calcutt returned to Fayetteville and went into the coin machine business on a big scale. Definitely established, he now leads a quiet life. His son and daughter are in college and his family is his greatest interest.

Calcutt's reputation today is national. It definitely extends beyond slot machine circles. He is conceded to be the largest distributor of slot machines, although operating principally in North Carolina. As noted in the *Observer*, Calcutt's standing in big business is shown by the contacts he has with the largest manufacturers of coin operated machines. He handles everything operated by slots and has dealings with all of the larger companies.

That Calcutt's influence goes beyond the State of North Carolina and outside of the coin machine industry was shown recently when Grover Whalen, head of the New York World's Fair, appointed him to act on the advisory committee for his State. At first Calcutt declined the offer but later accepted and has played a large part in the representation of North Carolina at the World's Fair.

No doubt slot machines were Joe Calcutt's first love, but when and if slot machines disappear entirely there is little doubt but that the Vending Machine Company of Fayetteville will still be in the coin machine business. ◆

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50 @ 7c each — Total $ 3.50
100 @ 5c each — Total 5.00
250 @ 4c each — Total 10.00
500 @ 3½c each — Total 17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

Don James Addison de Peralta-Reavis

The Baron of Arizona

By A. NATHAN FAIRBANKS

(This unusual true story of the nineteenth century's great land hoax is the first of a series of true historical articles on "The Crackpots of the Nation." Truth is stranger than fiction as this series will prove and we feel certain you will enjoy these accounts of unusual individuals who made their presence felt in equally unusual ways.)

●

The greatest land fraud in the history of the West was first, only an idle dream in the mind of a streetcar conductor from St. Joseph, Missouri.

How this roving soldier of fortune "stole" 12,000,000 acres of land, extracted thousands of dollars from amazed settlers, married a half-breed Indian girl, passed her off as the descendant of a Spanish don, and inveigled government officials and international statesmen into believing his fantastic tale still stands as one of the most brazen schemes ever fostered on the American public.

As Don James Addison de Peralta-Reavis, the Baron of Arizona, this mad dreamer descended on the Southwest and established his empire. In a coach drawn by six white horses, and dressed as a Spanish don, he rode about his Barony demanding "tribute" from the hardy settlers who had won the land from the wilderness.

The Southern Pacific Railroad paid $50,000 for a right of way across his land. From grizzled miners in Tombstone and other mining towns, he demanded and collected huge sums for the right to mine on land that he claimed. His wealth totaled millions, and his power was felt wherever he went. How far the Baron might have gone in his amazing career, had he not been exposed as an imposter, is hard to guess. It can only be said that his escapade still stands as one of the most startling incidents in the history of the Southwest.

Jim Reavis was the Baron's real name and in the early 1880's he drove a mule car through the streets of St. Joseph, Missouri. With plenty of time to think, he must have imagined himself a grand don in the colorful West that intrigued him so. Some time before 1900 Reavis "went west" taking his imagination, his few belongings and a rather obscure land deed which he had obtained from a man named Willing, the asserted owner of an old land grant in Arizona.

Fiction becomes fact when the exploits of the Baron are related. On the strength of the Willing deed, Reavis based his claim to 12,000,000 acres in the Southwest, including most of Arizona and part of New Mexico. Under the Treaty of Guadalupe Hidalgo in 1848 the United States was bound to recognize all land grants. It was such a grant that the Baron claimed and he demanded that the United States government acknowledge his rightful ownership.

All other grants were insignificant when compared to the Barony. The tract of land which Reavis claimed extended from the

junction of the Gila and Salt rivers on the west to an eastern boundary line beyond Silver City, New Mexico. It included all the rich mining regions and fertile valleys of this area, and all who had settled there were —according to the Baron—squatters on his land.

So well did Reavis do his work of "planting" deeds, documents and papers in building his ownership claims that it is difficult today to say how much truth there is behind the Peralta grant. He produced historical records to show that King Fernando VI of Spain conferred upon Don Miguel Peralta de Cordoba in 1748 the title of Baron de los Colorados, and ordered the viceroy to grant him 300 leagues of land in the northern regions, now Arizona.

Further papers were produced to prove that the grant had gone to Miguel Peralta, a son, who obtained from President Santa Ana of Mexico, a certified title to the grant. Again, according to documents, the title passed in 1864 to George M. Willing, Jr. In 1867 James Addison Reavis obtained the title from Willing.

Of these documents an interesting comment is made by one of the West's greatest historians, Hubert H. Bancroft, to whom Reavis showed some of his manuscripts at the time of his reign in the Southwest. Writing in his history of Arizona, before the Baron's claims were exposed, Bancroft says:

"Respecting the validity and depending on the genuineness of the documents and on various legal technicalities, I have, of course, no opinion to express. In a sense the title is plausible enough on its face; but it is somewhat remarkable that the annuls of the province, as recorded, contain no allusion to Peralta, to the caballero de los Colorados, or to the Caudal of Hidalgo."

From the first the Baron tread on thin ground. He made his demands in such a grand manner, threatened all who opposed his claims, and over-awed officials with his mass of credentials, that few questioned his authority.

His claim started a panic in the thickly settled Gila and Salt River valleys, where Reavis, in person and by paid agents, spread the story of his alleged rights to the land, water and mines. Ranchers, miners and farmers began to ask each other—what was meant by the Barony of Arizona? Stories snowballed, and rumors flew. And so convincing was the Baron with his grand manners and prolific documents that many of the frightened residents quickly agreed to his terms.

But the Baron's position was not entirely secure. There was too much opposition to his demands. He must once and for all time establish his rights. In order to do this he concocted out of his nefarious brain the most amazing chapter in his impossible career.

In the still unsettled regions of Northern California, Reavis found a beautiful half-breed Indian girl. Young, attractive, having the appearance of a Spanish woman with noble ancestors, this girl was to become the basis for his magnificent fraud. Taking her to Mexico he tutored her for months. He told her she was the only living descendant of Don Miguel de Peralta de Cordoba and heir to the great Barony of Arizona. Here twin sons were born to the pair, and the stage was set for the final fiasco.

With his beautiful wife and lovely sons Don James returned to Arizona. He had proof now of all his claims, he said. Not only did he have the existing deed to the property but he was married to the only living heir to the grant. In the early part of 1894, Reavis published the following statement in the San Francisco Examiner:

"One of the largest and best portions of the Western territory is the immense tract known as the Barony of Arizona; the property of J. A. Peralta-Reavis, which is now to be colonized on a large scale. The tract contains 12,500,000 acres and is known as the Peralta Grant, and is the old feudal property dating back to the time of Philip VI of Spain, who granted it to Don Miguel Nemicio Silvade Peralta de la Cordoba in 1742. The grantee was a lineal ancestor of Mrs. Peralta-Reavis, a resident of California, into whose possession it has fallen by the law of primogeniture.

"The property has been in litigation for some years, but in November last the United States Court of Private Land Claims finally determined the exact boundaries of the estate, and thereby practically sealed Mrs. Peralta-Reavis' claims. A clear title to any or all of the property is thereby assured. There are few individual properties in New Mexico and Arizona so vast in extent and so admirably located for colonization purposes as the Peralta grant.

"It is impossible to estimate the value of this immense property blessed as it is in mineral and agricultural resources. It contains the most famous mineral belt in Arizona, that of the Pinal Range, with the adjacent mountains in close proximity to these abundant streams; also the renowned Deer Creek coal fields, the largest coal measure

—TURN PAGE—

yet discovered in America; and an anthracite deposit near the Gila Buttes which promises to surpass anything yet developed.

"Within the boundaries of the grant, many important mining camps have sprung up, notably, Silver King, Florence, Globe, Salomenville and Silver City. The Southern Pacific Railroad cuts across the southwest corners. Numerous branch lines which are to traverse the very heart of this great property have already been surveyed and their projection is the question of only a short time."

The Baron established his headquarters at Arizola. There, in state, he maintained his family and carried on his vast operations. In a condescending manner Don James sold clearances of title to ranchers and landowners and, for a consideration, a man might continue to live on the land he had developed.

How much Reavis really collected will never be known. It is certain that he was paid many thousands by the frightened landholders. When a property owner refused to "come through" he executed deeds to their property to covetous third parties. In the end they usually paid. The amount depended largely upon their ability to pay. If a man's wealth would allow only $10 he stayed for $10. More often the fees ran into hundreds and even thousands.

According to reports, Reavis collected $50,000 from the Southern Pacific Railroad for a right of way across his lands. A similar fee was supposedly paid by the Silver King Mining Company, and other miners paid large sums for the privilege of working the Baron's soil.

That Reavis planned carefully and well was shown by the respect he commanded wherever he went. The admitted authenticity of his ownership amazes legal minds today. Such famous lawyers as Robert G. Ingersoll inspected his claims and announced them valid. The United States government spent a great deal of time and money searching records in an effort to disprove the Baron's rights. Each time they seemed to fail and government officials were forced to put their official approval on all documents produced.

The Baron and his wife were the most illustrious citizens of the Southwest. They spent thousands of dollars each year in maintaining their various households. Within the course of a few years Don James either leased or purchased homes in New York, London, Paris, St. Louis, Washington, D. C., and Madrid. Later he admitted that his expenditure for travel alone often exceeded $60,000 a year.

Picturing himself a gallant caballero, the Baron lived the part. He rode in state with gaudy carriage and coachmen. Although he was light skinned, he looked Spanish and with his sombrero, a tight purple jacket, black pants with red lacings, and two pistols stuck in his belt he expelled all doubt that he was anything but a rich Spaniard with every right to be called the Baron of Arizona.

How long the Baron might have continued his inglorious reign is difficult to guess had not an inquisitive newspaper editor in Florence, Arizona, discovered the inevitable flaw in the Peralta documents. Tom Weedin was a printer and he knew type and paper, and he was always interested in examining documents of historical value. In time he managed to see and study the Peralta-Reavis land grant papers.

What trained experts had failed to note, this frontier printer soon discovered as he gazed, somewhat in awe, at the documents which had made one of the greatest frauds in history possible.

He saw with the practiced eye of a printer the date on one of the important documents. It was 1748. The type he knew had not been invented until 1875. Another of the papers, supposedly dated in Madrid in 1787, had the water mark of a Wisconsin paper mill that had not been started until after the American Civil war.

Weedin rushed with his discovery to a government official stationed in Arizona. The exposé that followed was one of the most startling in the annuls of American history. No plan was ever more ingeniously devised, none ever carried out with greater patience, industry and skill. Step by step the government unearthed and proved false the claims of the Baron.

But Don James did not abdicate without protest. He fought back with all the power at his command. He produced more documents, which he claimed were proof of his statements. The court sessions went on for weeks at San Francisco and Santa Fe, and the Baron might again have proved his claims had not the beautiful Sofia broken under questioning and admitted that all claims to the Barony of Arizona were lies, that she was only an Indian girl from California and not Dona Sofia Silva de Peralta-Reavis.

The Barony had fallen. The Baron must abdicate. During his six year prison term for fraud, James Reavis wrote the following confession. It is the picture of a sad man whose dream has suddenly vanished and who has nothing left but memories—some a little hard to believe.

"I am of Scotch-Welch antecedents with a traditional Spanish extraction. Three of my great grand-parents fought in the Revolution. I was reared in Henry County, Missouri. In May, 1861, at the age of 18, I enlisted in the Confederate army and during my life as a Confederate soldier committed my first crime. I forged an order, and being successful in this I raised a furlough, and before this expired I surrendered to the Union forces. After the war I worked as a streetcar conductor, but subsequently opened a real estate office in St. Louis. I was successful in forging a title to sustain a tax title to some valuable land I had bought. But these are incidents in which there is little interest.

"However success in these early evils sowed the seed that later sprang forth into the most gigantic fraud of this country. The plan to secure the Peralta Grant and defraud the Government out of land valued at $100,000,000 was not conceived in a day. It was the result of a series of crimes extending over nearly a score of years. At first the stake was small, but it grew in magnitude until even I sometimes was appalled at the thought of the possibilities.

"I was playing a game which to win meant greater wealth than that of a Gould or a Vanderbilt. My hand constantly gained strength, noted men pleaded my cause, and unlimited capital was at my command. My opponent was the Government, and I baffled its agents at every turn. Gradually I became absolutely confident of success. As I neared the verge of the triumph I was exultant and sure. Until the very moment of my downfall I gave no thought to failure. But my sins found me out and as in the twinkle of an eye I saw the millions which had seemed already in my grasp fade away and heard the courts doom me to a prison cell.

"Now I am growing old and the thing hangs upon me like a nightmare until I am driven to make a clean breast of it all, that I may end my days in peace."

Upon his release from prison in Santa Fe, New Mexico, Jim Reavis drifted back into the obscurity from whence he came. Age and ill health were upon him. His dreams of vast wealth and power were now only escapades of the past. Beautiful Dona Sofia and his sons had deserted him. What became of Jim Reavis—the Ex-Baron of Arizona—no one seems to know. ◆

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Hitch-Hiker . . . Indian Scout . . . Cow Puncher . . . Big Game Hunter . . . Trail Blazer . . . such has been the adventure-filled life of Henry Zietz, Denver's famous proprietor of the unique Buckhorn Tavern.

by Lucius Flint

To Henry Zietz, 74 year old owner of Denver's most unique tavern, the Buckhorn Lodge, belongs the title of "The Original Hitch-Hiker".

When young Henry left his home in Prairie du Chien, Wisconsin at the ripe old age of 10 years and started thumbing rides to Kansas City via the covered wagon route, he was in search of adventure in the new West. But he didn't know how much of it he was going to find. He didn't know that he was to become head buffalo hunter for William (Buffalo Bill) Cody. He didn't know he was destined to become a life-long friend of Sitting Bull. He didn't know he was to become one of the West's best-known big game hunters and owner of a bar containing the finest collection of animal mounts of its type in the world.

But Henry was only 10 then. The whole world was ahead of him. He didn't have transportation of his own to the West. Most anybody was willing to pick up a lad of that age—even in the wild west. So he started thumbing rides by ox cart and covered wagon, was probably the first pioneer to make his way across the plains by this unusual method.

It took weeks but eventually young Henry arrived in Kansas City. By that time he knew something of the ways of the West despite his tender years, easily got a job helping emigrants drive from there out.

At North Platte, Neb. young Henry met Buffalo Bill. Bill liked the lad, took him under his personal wing. After a few months of experience with the famous Indian Scout, Henry became a full fledged cowboy and was given a job hunting buffalo to furnish meat for the men who were building the Union Pacific Railroad. Young Zietz was one of 17 "punchers" for Buffalo Bill in those days and as far as he knows is the only one of the group living today.

For the next 10 years, Young Henry traveled all over the West with Buffalo Bill and other famous scouts. In his wanderings he became well acquainted with such famous and infamous characters as Wild Bill Hickok, Calamity Jane, Chief Red Cloud, the Wild Texas Kid, Jack Curley and Frank Stevens.

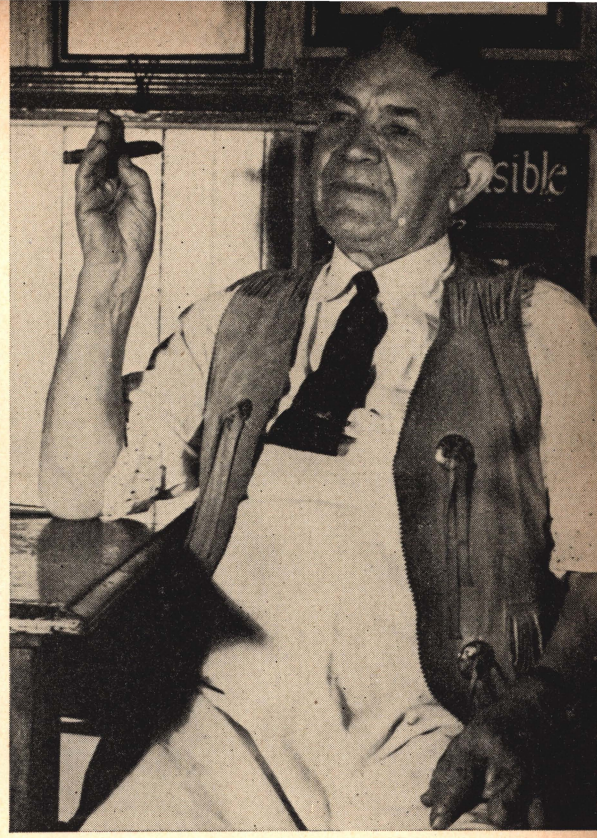
Sitting Bull was a particular friend of Henry's. It was the famous Indian who gave Zietz the nick-name of "Shorty Scout" when he was visiting the Cheyennes as a lad of 12.

Years afterward, Sitting Bull gave "Shorty Scout" a rare painting of himself which today hangs in the Zietz establishment at 1000 Osage Street in Denver. It's known to be at least 55 years old and is tremendously valuable.

On retiring as an Indian Scout at the age of 20, Henry Zietz headed for the gold fields of Colorado. In Leadville he talked H. A. W. Tabor into giving him a job in the Tabor household. It was here that he learned to read and write.

Tabor took a liking to Zietz and adopted him as his aid and companion. It was in Tabor's company that Zietz attended the opening of the famous old Windsor Hotel in Denver. Carrying out one of his characteristic whims, Tabor ordered that everyone attending the opening wear identical costumes. Zietz has a picture of himself taken in that outfit.

Leaving Tabor in 1882, after having saved a tidy "poke", Zietz came to Denver and went into the saloon business with his father at the corner of Twenty-Ninth and Larimer streets. That was the original Buckhorn. In 1893, Young Zietz started the present Buckhorn Lodge in the location where it still stands.



Today the establishment is in the slums. But it still attracts an ever growing patronage of the city's elite. Famous for its drinks and steaks and for its unique collection of animal mounts, Zietz's will probably never grow old with the populace of the Mile High city. It's too much of a landmark. It's one of the favorite haunts of the Fourth Estate. Public officials ranging from District Attorneys to Governors frequently sojourn here.

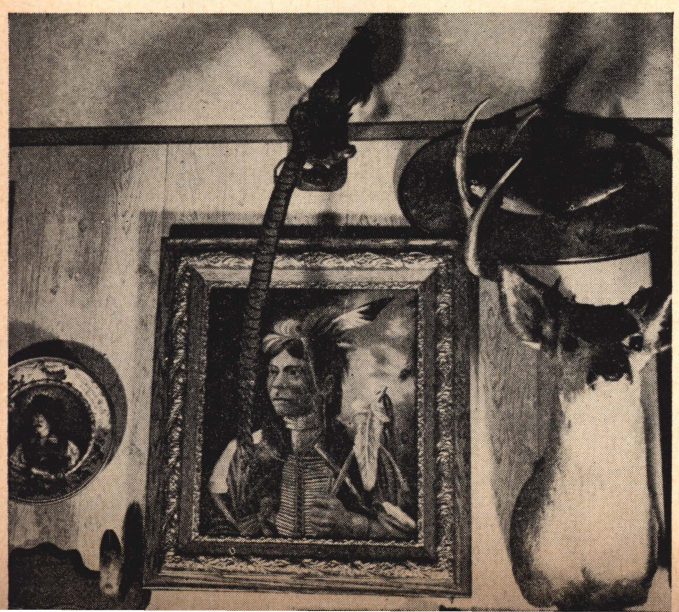
And every now and then Zietz throws a real party for some of his old Indian friends. Last year he brought nearly a hundred of them all the way from the Dakotas for such a fiesta. The Tavern was closed to the public that day and the braves from the reservation were given the run of the place.

On the walls of the Buckhorn hang some 3,000 animal mounts, a collection valued at about $40,000. Practically all these specimens have been bagged by Zietz himself.

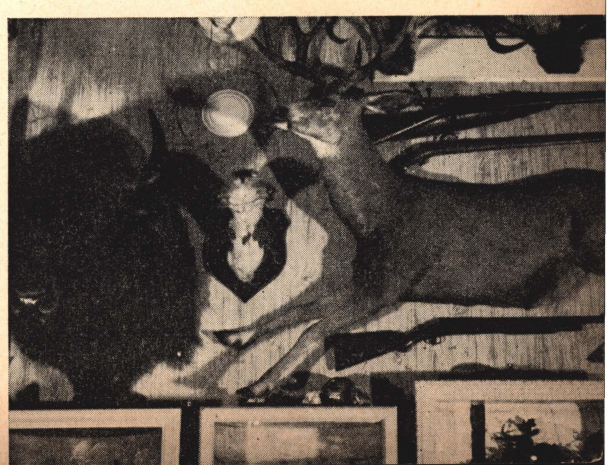
Although past 74, he still enjoys his big game hunting trips, the last of which was in Alaska and required an extensive jaunt by plane. And at 74 Henry Zietz is still his own "bouncer". Although small in stature, he can handle men about as big as they come.

Zietz also collects guns—has 93 ancient ones which belonged to friends of the open range days. In fact he collects most everything—except scalps.

Mrs. Zietz and Henry's son are also active in the business. It's an unusual place in operation as in appearance. ◆

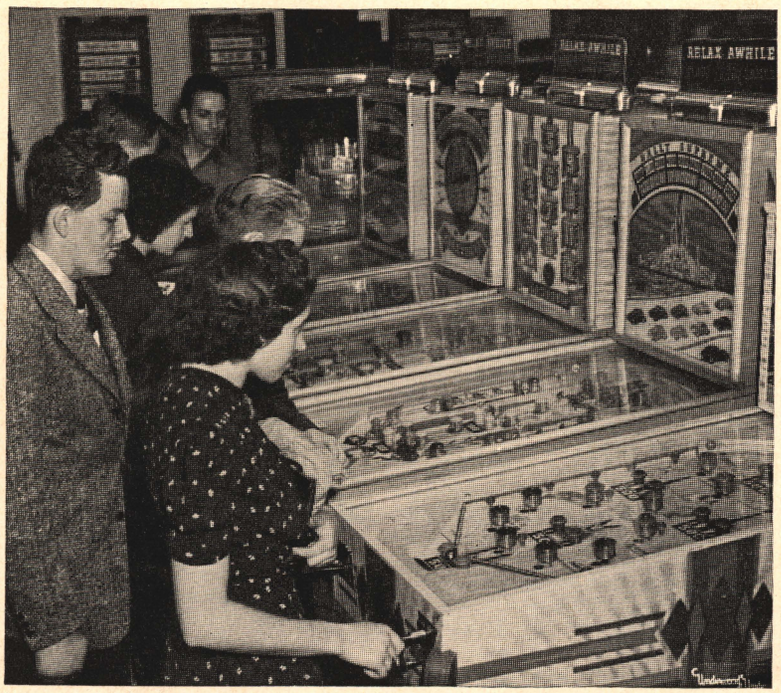


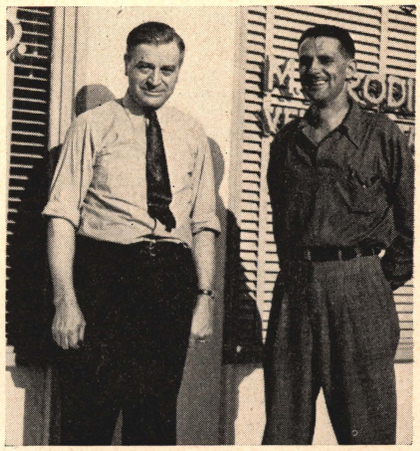
←A rare painting of Sitting Bull, presented to Zietz by Sitting Bull, hangs on the walls of the Buckhorn in Denver.



Over 3,000 animal mounts→ grace the walls of this famous tavern. The collection is valued at $40,000 and most of the specimens were bagged by Zietz himself.

Pictorially Speaking





In this corner Paul Blair and M. Brodie, snapped in front of the M. Brodie Company, Long Beach, Cal. Brodie is now offering an all-electric console cigarette machine of Blair's invention. In this shot Brodie is a ringer for Doug Fairbanks, doncha think?

Said to be the only marble games at the New York World's Fair are the battery of Bally games shown above in the International Mutoscope Penny Arcade. Play has been exceedingly heavy since the opening of the Fair. Each machine is equipped with an illuminated sign urging the visitor to "Relax awhile . . . play Bally Games."

●

←Joe Frank of Automatic Amusement Company, Nashville, Tenn., caught by the REVIEW camerman making the rounds of the Chicago factories picking up new numbers for his territory. Next time we'll snatch the glasses off Joe before we snap the photo.

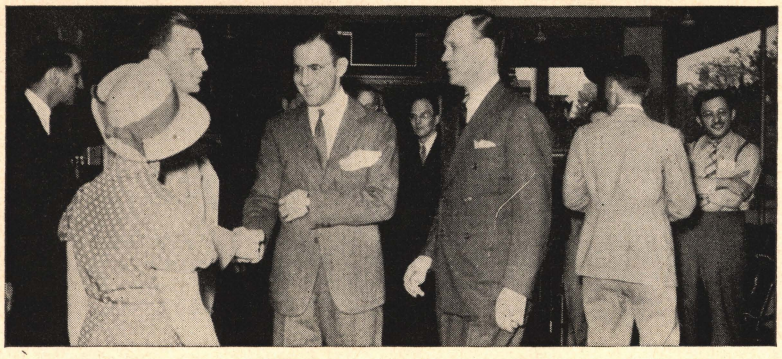
W. R. Deaton, sales representative from North Carolina; Wilbur Bye, recently appointed sales representative for St. Louis area to succeed Ralph Rigdon transferred to Indiana, and M. G. Hammergren, general sales manager, get together to talk over Wurlitzer business.

"Ask me another about love," shouldn't be taken too seriously, says Perc Smith of Exhibit Supply Company. Exhibit games fascinate Perc to the extent that he spends half his noon hour playing the games his company manufactures.

Personnel of the Kentucky Springless Scale Company, Louisville, Kentucky, lined up in front of the establishment to celebrate their appointment as Wurlitzer distributors for the state of Kentucky. Celebration lasted two days with buffet and refreshments each day. Mrs. Cobb acted as hostess and greeted visiting Music Merchants and their families. At right of lamp post: J. E. Cobb, head of Springless; E. H. Petering, of Wurlitzer; and H. R. Sharp, sales Manager.

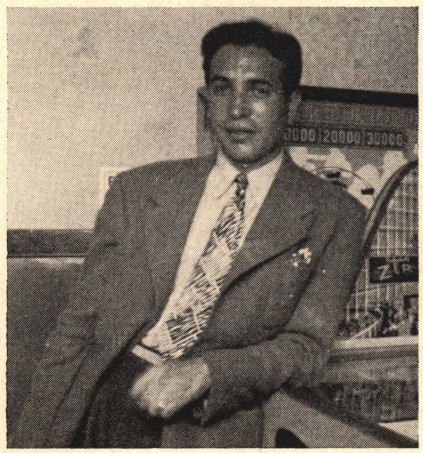
Robert S. Conner, Jr., new advertising manager for the Rudolph Wurlitzer Company. Conner comes to Wurlitzer with a background of experience gained with the Goodyear Tire and Rubber Company and the Hearst Newspapers. Single, genial, 36 and professing horseback riding to be his only hobby Conner has already plunged into the big job of handling the advertising destinies of the North Tonawanda branch.

Typical theater installation showing the modern Beverage Vendor installed in the Stanley theater in Jersey City, N. J., a unit in the Warner Brothers chain.



In the beautiful new offices of Martin Balensiefer in St. Louis Benny Goodman took time out from his orchestra work to greet music operators and their friends. ABOVE Benny is shown shaking hands with Mr. Smith of the Ripley Music Co., Akron, Ill. AT RIGHT Goodman listens closely to the faithful rendition of one of his latest numbers.

BELOW Mr. and Mrs. Balensiefer smile happily among the many floral gifts which decorate their new sales and display rooms.



Joe Ruttenberg of the Dudley Sales Company, Rockford, Illinois, believes in keeping up with the parade of new money-makers and makes frequent trips to Chicago to look over the new offerings. Our cameraman caught him at Exhibit Supply ordering a flock of new machines.

Wedding bells rang out May 31st and Clarice Larsen, employed in the packing department of the M. Brodie Company, Long Beach, became Mrs. Durwood Richards.

ROCK-OLA

This article is the first in a series dealing with the manufacturing plants of the coin machine industry. *The Review* believes this is the first time a team of industrial journalists have been employed by a publication in this industry to thoroughly and accurately report the "behind the scenes" activities of the great plants which are the very backbone of the industry. Two well-trained business writers spent several days at the Rock-Ola plant gathering data for this article. In future issues they will visit other important plants. All articles in this series are fully protected and are the exclusive property of the *Coin Machine Review*.

Less than ten years ago, David C. Rockola started in business for himself, with only an idea, abundant determination, a few friends and two helpers.

The achievement and progress springing from this meager beginning is truly phenominal. Steadily, step by step, his business grew and expanded. Today, the Rock-Ola Manufacturing Company is one of the largest and important of the firms engaged in the manufacture of coin operated entertainment machines.

Considering what has been accomplished in the face of definitely depressed general business conditions, unsettled politics and "what have you", a period when most other businesses were declining, a record like this may well be viewed with envy by many another businessman.

Such progress and development, however, did not just happen. On the contrary, it is the result of uncanny vision, careful planning, enthusiasm, hard work and ability, on the part of the founder, to follow a well defined course of action, after the general plan was once established.

The present manufacturing facilities of the company are housed in a modern plant which contains over half a million square feet of floor space, 600,000 to be more exact, in 19 buildings.

A working force of over 1,500 well trained, highly skilled mechanics and journeymen of various types is necessary to keep the wheels turning, producing the several Rock-Ola products.

It will be interesting at this point, to "go behind the scenes", figuratively speaking, and see just how the "pride and joy", of the Rock-Ola line, came into being. By "pride and joy", we refer, of course, to the coin operated phonograph.

Early in the depression, Mr. Rockola, quite logically reasoned that, in view of the extra hours of leisure, made available to many people through curtailment of working time and general retrenchment programs, they would want and could use, something to take their minds from their troubles. Musical entertainment, made available at a reasonable cost, in the very places where much of this newly acquired leisure might be spent, seemed to provide the best answer to the problem. His mind once made up, Mr. Rockola set out to design a coin operated phonograph that was different . . . superior from every angle, to anything that was then on the market. Finally, after a great deal of tedious hard work, the new Rock-Ola product was released for distribution.

By various evolutionary processes, the Rock-Ola Manufacturing Company, has developed one of the outstanding coin operated phonographs, and become a dominant factor in the field. About 90% of the factory output is devoted to the production of phonographs, while the remaining 10% is comprised of quality furniture, parking meters and one or two other items.

Having one of the most efficient woodworking plants in the middle-west, with an excess production capacity, Mr. Rockola, quite naturally, wondered what could be done to keep the plant busy. He decided to manufacture furniture, and May 1935, saw the entry of the Rock-Ola organization into the furniture field.

His decision was not however, made over night . . . but rather after considerable deliberation and careful analysis . . . a procedure typical of the founder. Mr. Rockola believed there was a definite need for a quality line of furniture, which could be retailed at a reasonable price. His judgment has since proved to be correct.

By utilizing mass production methods, it is possible to produce furniture and offer it for sale to dealers at such fair prices, that they in turn are able to resell a quality product at a truly reasonable price, and still maintain a satisfactory margin of profit.

At present the factory is specializing in upholstered furniture and cocktail bars. The extent of the line, and scope of appeal, by virtue of the excellent design, sound construction and fine general craftsmanship, seems to be sufficiently broad to warrant careful watching by the executive board of strategy. It is quite possible, and not at all improbable, that this comparatively new departure in the annals of Rock-Ola manufacturing history, will continue to grow and eventually account for a very important and considerable portion of the company's total volume of business.

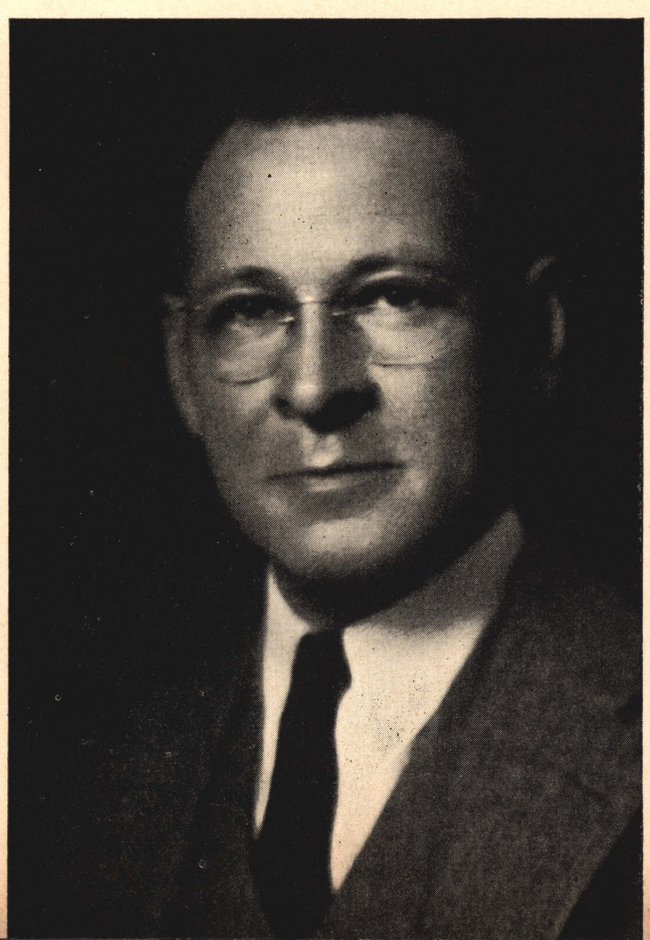
Coin operated parking meters, is another example of what keeps the wheels turning at Rock-Ola. Although this field is only in the first stages of development . . . and will no doubt go on to "no-one knows where" . . . after public acceptance of the idea becomes more general, this organization envisions great possibilities. The Parking Meter is a boon to harassed city governments, wrestling with the almost universal parking problem "headache". By the use of this ingenious device, crowding of cars into too small a space, with the attendant disadvantages, is eliminated, because, the meter effectively determines the parking spaces, and accurately registers the parking time. The National Park-O-Graf meters are now used in many cities and will most certainly be adopted by many others as time goes on.

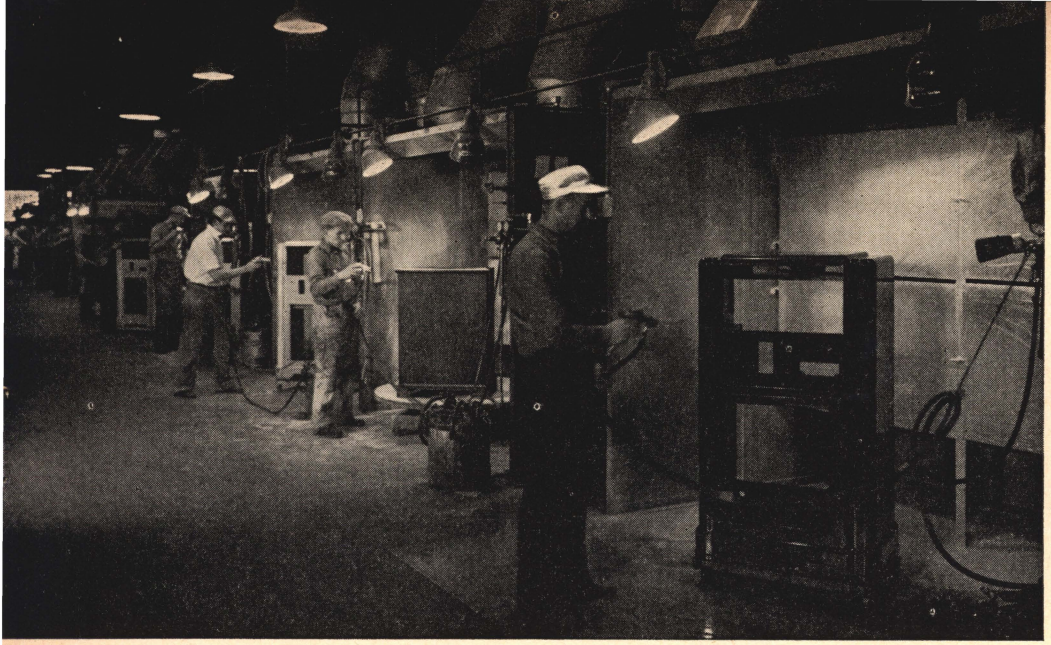
A trip through the Rock-Ola plant is a revelation and an inspiration. Everywhere throughout the entire plant, is evidence, in silent tribute if you will, of the foresight, organizing, planning and administrative genius of the founder.

Few people realize the magnitude of this organization. Nor do they comprehend the far-reaching effect of its every day activities on the lives of thousands of other people (workers and executives) many miles removed from the scene of Rock-Ola production. Truly, here is a modern example of big business, with purchases of raw materials running into a sizeable sum daily. Between seven and nine thousand dollars worth of raw material and supplies is needed every working day to produce the 25,000 phonographs made each year.

Following the fundamental economic law, which tells us that business must buy before it can produce and sell, Rock-

● DAVID C. ROCKOLA





In this department the 20 spray booths are used to spray on the finished. When dry the cabinets all receive a hand rubbed finish or final polish.

Ola of necessity, buys raw materials and parts from a minimum of 125 suppliers, ranging from iron and steel to modern plastics, such as Catalin, Tenite and Bakelite.

Here is a partial list of materials purchased, together with the amount, necessary for its annual output of phonographs:

steel	550,000 lbs.
lumber	2,883,750 feet
veneer	2,072,500 sq. ft.
die castings	1,025,000 pcs.
aluminum castings	675,000 pcs.
bulbs	425,000 pcs.
motors	50,000 pcs.
screw machine parts	6,350,000 pcs.
pickups	25,000 pcs.
switches	225,000 pcs.
glass	150,000 pcs.
rubber parts	2,625,000 pcs.
stampings	175,000 pcs.
transformers	100,000 pcs.
paper parts, etc.	1,025,000 pcs.
bakelite parts	300,000 pcs.
escutcheon plates	350,000 pcs.
wire	800,000 feet
fuses	50,000 pcs.
terminal strips	75,000 pcs.
cables	175,000 pcs.
condensers	200,000 pcs.
resisters	100,000 pcs.
tenite (mold)	550,000 pcs.
catalin	325,000 sq. ft.

Without stretching the imagination too far, it is easily possible from the above statistics, to weave a romantic, if not dramatic yarn about this tabulation of, otherwise, impersonal figures.

The extent of these purchases is far-reaching, affecting an untold number of workers. Consider the item of steel, from the time the ore is mined, hauled to the mill, through the refinery to the rolling mill, then to the steel warehouse and finally to the Rock-Ola plant. Laborers, engineers, chemists, truck drivers, steamship lines, railroads, salesmen, executives and countless others are each contributing their small part in the production of this one item. Rock-Ola, through its purchases of this and other articles, does its proportionate share in making it possible for all these men to make a living. Consider also the capitalist or investor and multiply this by the processes involved in getting each of the other materials necessary and we have a rather imposing picture of not only one industry, but many.

To continue our trip through the plant . . . enough electricity is generated in the company's own plant to supply the electric power requirements of a city of 36,000 population.

Part of the first floor is devoted to the storage of lumber, a quantity, sufficient for 30 days' operation is always on hand. 550,000 board feet can be stored in the huge dry kilns. These tremendous wood piles come from several foreign countries and traveled a great many miles, requiring the attention of countless hands before they got to the Rock-Ola warehouse.

One of the first steps in the construction of a phonograph cabinet, is the cutting of rough lumber into workable sized pieces. From here the wood travels to the machine or mill room, where it is fabricated to the proper size and shape for assembly. The cabinets are joined (assembled) and proceed to the top floor. Here, there are 20 spray booths, where various finishing materials are applied. The cabinets all receive a hand rubbed finish or final polish, an expensive operation, nevertheless necessary to maintain the high standard of quality and beauty established by the management.

Varied colored plastics are used and the Rock-Ola "Luxury Lightup" phonograph has more plastic area than any other phonograph on the market today. Varied-colored pieces of catalin are set in to offer contrast and beauty and the lighting system gives a flowing, colored lighting through the plastic portions of the cabinet.

A well organized, comprehensive straight line production system is employed for the general assembly work operations. The various parts and sub-assemblies reach the beginning of the line at predetermined intervals, and from here on, piece after piece and part after part is added until the completed machines are securely packed ready for shipment.

The extreme care exercised during assembly is responsible more than any other single factor, for the satisfactory service Rock-Ola products deliver. Master jigs and patterns are used frequently to assure proper alignment of working parts. When a machine comes off the line, the working mechanisms have already automatically been put through several hours of actual operation. This, however, is just the beginning. Skilled technicians put the apparatus through a series of tests, seeking out every defect, before it is finally passed on to the packers. This testing and re-testing takes time and costs money, but is just another example of the precautions exercised to assure perfect and satisfactory operation in the hands of the consumer.

No description of this plant would be complete without a few words about its founder.

David C. Rockola is anything but a swivel chair executive. In reality, he is the guiding spirit that touches every phase of the organization's activity. He knows what he wants, and how to get it. He has surrounded himself with hand-picked key men, to whom various departmental responsibilities are delegated. Every man in the Rock-Ola organization is loyal and a well established incentive system has produced remarkable results.

The achievement of David C. Rockola is convincing evidence that initiative, aggressiveness and hard work produce their just rewards. ◆

Although the working mechanisms have been checked time and time again on the assembly line another inspection is made as the finished machine is delivered. Here are men making the final tests, checking each and every part of each machine.

Sparks TOKEN PAYOUT

BALL GUM VENDER

1c or 5c play—cigarette reels

Beer—Horse or Number symbols—5c only

Automatic Jack Pot Model 1c or 5c

New Hammerloid Enamel Finish—

Choice of Colors

Open or concealed payout. Entire mechanism removable as a unit for instant reloading.

Operate the only token payout Ball Gum Vender on the market for real counter game profits.

Write Today for Prices

GROETCHEN TOOL COMPANY

122 NORTH UNION STREET . . . CHICAGO, U. S. A.

In New York

with

IRVING SHERMAN

Those thuds and groans heard in the New York vicinity recently were not from the Louis-Galento fight which was plenty tough. It was the cigarette machine operators taking it on the chin and around the kissers. In addition to a two cent state tax, city fathers pasted a penny tax on cigarettes bringing the machine price up to seventeen cents. This compares with a retail price of 13 cents in New Jersey and 15 cents in Connecticut. Say the merchandisers: "Keep your eyes open. A lot of bootleg cigarettes are going to fill the New York market," July 1st was the deadline.

That wasn't Peeping Tom; it was Sam Kressberg of East Coast Phonograph Distributors, the Seeburg outlet, trying to get a new angle with his Rollicord. Sam has gone in for photography in a big way and flags the fire engines and radio patrols for action shots. The story that takes the prize concerns Sam asking a holdup man to slow up for a better shot of the guy making a run for it.

Bill Frazer was doing the sights the other night and landed in a spot where not a single cigarette machine was in sight. Bill lost no time for contact, only to learn it was no go. Pointing to a semi-clad young lady circulating among the customers, the proprietor of the cafe asked: "Have you a machine that can compete with that?" "Listen," replied Frazer, "with competition like that, a guy needs a machine."

Bill Peek, secretary of the CMA, is very quiet these days. Has the missus laid the law down, Bill, or is it the weather?

Aaron (vice president) Gosch takes the office seriously. No throttlebottom for him. Berger, as president of the CMA, might crack a pun now and then and let a joke creep in; but with AG, you got to be serious or you're up on the carpet. When you consider what faces the cigarette trade these days, you can't blame Gosch for his attitude.

Sol Pincus's outdoor swimming pool (he's one of the founders of the CMA and operates the Cigarette Service Co.), is one of the showplaces of upper Manhattan. Recently Sol began to be troubled with a lot of young bloods getting cramps in the middle of the pool and calling for help. He couldn't make head or tail of it until he saw who was doing the rescuing. You guessed it—a lady lifeguard. Come to think of it, Sol, we can't swim either, and how about trying the pool?

Now that Al Noonan is back in the good graces of the Automatic Music Operators' Association, he says that his sinus ailment and other troubles have left him.

Paul Gilmas, the only Greek in captivity north of 42nd Street, has been roused by rumors to the effect that his precedence in calling for meetings to be adjourned, is to be threatened. According to Paul, an element in the association is plotting to dethrone him, "I serve warning on all my adversaries and competitors," Paul has announced, "that I will defend my title as per Joe Louis. Just tell the boys not to pull the Galento stuff on me."

The dog days are the signs for the usual exodus of the operators, although quite a few impart that business has not been of a nature to encourage siestas. However, the "urge to get away from it all" which grips all of us, is affecting local tribes and Rubinow, Al Bloom, Red Johnson and a host of others are hitting for the tall timbers. Johnson is making use of his plane to make sure that it's lonely where he lands.

Nat Franklin, cigarette operator, remembers when he was a serviceman—a good one, too, he tells you. How did Nat make the grade? "I borrowed fifty dollars," conveyed Nat, "tightened my belt and looked for my first spot." Nat has a lot of spots now but still gets a big kick out of servicing. His contention is that he can service a machine faster than any man he knows.

Joe Fishman, secretary of the Amalgamated Vendors—the pinball crowd, assures us that the association is active although no meetings have been called. How's the outlook for pinballs in New York? "My answer is," returned Joe, "it's as good as can be expected. One thing I know. When the manufacturers send the boys a good game it has a run and that's something. Those one and two week games might be all right for the usual merchandise; but give us a game that gets and holds 'em. Baseball games are going good and I think machines along these lines nearly always stand a fair chance of making profit for the operators.

Increase in phonographs placed in the Greater New York area is one of the interesting developments of the first six months of '39. This is explained by the number of so-called candy-stores expanding

into ice cream parlors, especially in the upper Bronx—an increase, estimated to be about 35% greater over the figure for '38. All of these locations, formerly being out of the ken of phonograph stops are now just the place for them. In addition, many taverns that heretofore used small orchestras and blue singers have decided that it would be more profitable to get a machine instead.

Mike Lascari of the CMA, the man who seldom speaks, is on record with the statement that the cigarette operators are taking the tax business too seriously. Mike's view is to the effect that at the retail price, retailers will find the sale of over-the-counter cigarettes a nuisance and more machines will be used. ◆

Robbins Says Pencil Vendor Is Success

BROOKLYN, N. Y.—Dave Robbins, of D. Robbins and Company, reports that the new 5 Cent Profit Sharing Pencil Vendor is a big success. "Since announcing our new vendor we have received orders from more than 20 different states," Robbins states. "The machine is profitable to operate either as a straight merchandiser or as a trade stimulator.

"Libraries and schools are excellent locations for the machine," he points out, "and both players and location owners are pleased with the 100 per cent value given for each nickel."

The Robbins Company supplies operators with the finest quality lead pencils with gilt tip and erasers at $1.25 per gross. ◆

* * *

A tactful girl can get orchids without half crying.

COIN OPERATORS

ECONOMY EXTENDS ITS THANKS TO YOU, FOR YOUR ENTHUSIASTIC RECEPTION OF THEIR PRODUCTS LISTED BELOW:

#25 Small Tool Box
#30 Large Tool Box
#35 10 inch Request Record Case
#40 12 inch Record Case
#50 Cigarette Carrying Case
#60 Wood Record Carrying Case
#65 Fibre Record Carrying Case
#70 Candy and Gum Carrying Case
#75 Illuminated Bumper Grille
#75"G" Illuminated Bar Grille
#80 Nut Carrying Case
#85 Nut Carrying Case (Dual Comp.)
#90 8 inch Speaker Cabinet
#100 8 inch Economy P. M. Speaker

- **HIGHEST QUALITY —**
- **LOWEST PRICES —**
- **FINEST WORKMANSHIP —**

Distributors Wanted

Write Direct To

ECONOMY
Production Company
MANUFACTURERS OF WOOD-FIBRE & METAL PRODUCTS
20 BANK ST. PHILA., PA.

In Texas with JOHN G. WRIGHT

HOUSTON (RC)—Mrs. J. W. Smalley, who is recovering from a major operation, visited her husband in Houston the third week in June. She returned to Dallas to remain under a doctor's care until completely recovered. Smalley is with Electro Ball Company in Houston.

A. H. Shannon returned from Georgia June 22nd. He attended the funeral of his sister's husband there.

A group of Houston music ops and their friends went deep sea fishing Saturday, June 17th. They left in the wee hours of the morning on the Jane B., a fifty-foot boat from Freeport, and returned late at night with a surprisingly large catch and not nearly as many seasick victims as had been expected. The trip was arranged by F. S. Clancy and W. A. Niemackl, president and secretary respectively of Houston Music Operators' Association.

C. R. Brewer, Seeburg service man, spent a week in Houston making the rounds of different South Texas Ops.

J. W. McConnell was appointed manager of the Houston Branch of Decca Distributing Corporation about the middle of June and assumed his duties immediately. His territory includes, in addition to Houston and nearby towns, the South Texas cities of Beaumont, Galveston, Orange, Port Arthur, ano thers. McConnell came to Houston from Atlanta, Ga. and has had many years experience in record sales and distributing.

Miss Jessie Mae Sailor is now secretary of Bickley Distributing Company. Miss Ruth Hodges who held the position for several years resigned early in June. ◆

Bert Perkins Keeps Busy at Bally

CHICAGO—Bert "Perk" Perkins finds the Bally Manufacturing Company one of the busiest places he ever worked, according to reports coming from this newly appointed official of the Bally Bell Division.

Hundreds of congratulatory letters and telegrams have been mixed in with the orders that "Perk" has been handling since his arrival at Bally. Perkins has many friends in the business and is showing good results in increased production, officials state. ◆

• •

The president called his office manager in and thrust a letter under his nose.

"Look at that! I thought I told you to engage a new stenographer on the basis of her grammar?"

The office manager looked startled. "Grammar? I thought you said glamor."

Operating Help in Automat Pal

CHICAGO—"Pal" is the name of a new vending machine operator's service kit being offered by the Automatic Games.

"Pal" holds four or more five-pound containers of merchandise and has compartment for tools, cleaner and money. The containers have pouring spouts and the merchandise is kept clean and fresh at all times. The service kit is priced surprisingly low and operators may add to the number of containers by hooking on additional containers over the edge of the stand carrier. ◆

Veteran Subscriber Passes at 88

TEMPLE, TEXAS (R.C.)—J. C. Alsup, Sr., of Little River, pioneer resident of Texas and one of the oldest subscribers to COIN MACHINE REVIEW, died Thursday morning, June 15th, at the age of eighty-eight.

Alsup taught school in Texas for forty years during which he missed only one day. He was never a professional politician but was personally acquainted with every Governor of Texas for the past fifty years and close friends of several of them including Hogg, Culberson, Miriam A. and James E. Ferguson. His wife, Martha Jane, eighty-six, and nine children survive. His was the first death in the family.

Always progressive, he took a great interest in coin operated equipment and believed that the industry was only in its infancy. Once when insisting that a friend of his, a merchant in a small town, buy some vending machines he predicted that the day was not far off when the average store would be operated altogether with automatic machines. ◆

Here are
GOOD VALUES

50 Reconditioned EVER-READY 4-Col. 10 Nut & Confection Vendors. ONLY . . . . $5.50 Each (5 or more)

● SAMPLE $6.50 ●

$250 BUYS ENTIRE 50 MACHINES

ROWE ARISTOCRAT

6-column slug proof 15c Cigarette Machines. Reconditioned like new. $16.00

Sample Machine, $18.50. Floor Stand, $3.00. Equipped with 20c Coin Slot; $2.00 Extra. TERMS: 1/3 Deposit, Bal. C.O.D.

D. ROBBINS & CO.
1141, R, De Kalb Ave., Brooklyn, N.Y.

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

EDITORIAL

●

● With this issue we present a new and improved COIN MACHINE REVIEW . . . a trade magazine we believe will have greater interest for all members of the operator's family . . . a magazine complete in ever detail of coverage.

Breaking away from the traditional policy of holding all editorial content down to trade talk the REVIEW has added several features outside of the industry . . . features that have universal appeal and should prove interesting as well as instructive. In this issue appears the first of a series of true historical articles dealing with "The Crackpots of the Nation." These articles will treat unusual people who made their presence felt in equally unusual ways.

In addition each future issue will contain one or more articles concerning unusual people, their hobbies, vocations, etc. Human interest material will also be included.

These features will be in addition to a well planned series of articles dealing with various phases of the operating business. Harold S. Kahm's valuable series of "New Coin-Operated Opportunities" will be continued. Our network of correspondents throughout the nation has been strengthened and the REVIEW is now in the enviable position of being able to supply its readers with all the worthwhile news from every important operating center. In addition our correspondents will keep their eyes peeled for new operating plans, ideas, etc., and treat them in feature articles in future issues.

Manufacturers, distributors, jobbers and operators alike have agreed in the past that the trade papers in the coin machine industry are woefully weak compared with publications in other trades. Our magazines have been filled with reams of unnecessary and undigestible publicity tripe and a terrific amount of advertising back-slapping.

We agree that were it not for the manufacturer and his advertising we would shortly cease to exist but we do believe a good thing can be carried too far and when a trade paper begins to devote almost 90% of its editorial space to praising its advertisers we believe it is hurting them rather than aiding them and most certainly it is gradually losing the respect and reader-interest of its subscribers.

With this issue we feel we have literally taken ourselves by the bootstraps and pulled ourselves out of a possible classification with the other magazines in the field.

We have a sincere regard for the coin machine industry . . . we honestly and firmly believe it to be one of the greatest branches of the vast amusement industry. We have earnestly devoted our efforts to aiding the industry in every way possible . . . we have devoted hundreds of pages to Association promotion and we, ourselves, are members of the national association.

And so with this issue we embark upon our seventh year of publishing the REVIEW. Our magazine, backed by progressive individuals and manned by the only youth in the publishing business in this industry, will constantly improve in issues to come. Your suggestions and criticisms are always welcome. ◆

● The most natural thing in the world is for a fellow to acquire the horticultural habit of gazing across the street and concluding that the other fellow's grass is greener. It's one of those human traits few of us are strong enough, or philosophical enough to overlook.

When the truth is learned, more often than not, the emerald carpetry of the other bird's lawn is an optical illusion. What appears to be verdant splendor to the onlooker—is nothing more than a scarlet eyesore to the fellow who owns it. What looks like Heaven from the outside might be all forty kinds of Hell on the inside.

The fellows in our industry are particularly adept at this grass-gazing. They look far across the adjacent terrain belonging to someone else and come up with a set of perpetual notions about the neighbor's affluence. They envision themselves positive tycoons—if they had tilled the soil on the other side of the fence.

Perhaps the psychologists would attribute the fixation to an inferiority complex, a defense mechanism, illusions of exaggerated grandeur, or one of a dozen different psycho-reasons.

Regardless of this scientific cause for the mental quirk—the coin machine operator has practiced this artificial covetousness to the point of perfection. There are thousands of examples to illustrate the theme.

From time to time we hear of this individual who has forsaken the operating game to go into some other business. He fails and returns to operating expecting the jobber to carry him on the books until he gets on his feet again.

Then there is the operator who is never contented to stay in his own territory and cultivate it to the fullest extent. He is always bobbing around from place to place jeopardizing established operations of other resident operators in small communities. He is the discontented type, never happy until he has sampled everybody else's piece of blue sky. Such an operator is usually far from being a credit to this great industry.

The Coin Machine Industry needs an educational program within. Operators must be taught to operate their business along established business lines just as the clothing store operator or the druggist conducts his business. They must build up confidence and goodwill for themselves if their business is to endure and make their every action a creditable reflection on our industry as a whole.

There are countless other examples but when you get right down to cold facts—we haven't such a bad industry after all. It has its faults—but you'll find that in every walk of life. Perhaps we aren't as flashy, or as domineering, or as boisterous as some other fields—but this is more than compensated by a human, prac-

(See EDITORIAL, page 24)

Zeigler Insurance Agency, Inc.

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip . . . before you buy a car—new or late model used—investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, Inc. **417 South Hill Street, Los Angeles**

Michigan 0961

ROCK-OLA *Folding Bar*

MODEL No. D-1

$34.50
Sold in Leading Furniture and Department Stores

MODEL No. D-2

MODEL No. D-3

MODEL No. D-4

MODEL No. D-5

MODEL No. D-6

De Luxe Model

★ Imagine this smart folding bar in your home! Party-time! Whisk it from the carton—out come four simple pieces: Top, folding front and sides in lively, vivid colors and dashing poster designs that tickle your "funny bone," shining chrome metal foot rail with claw floor rests and a "tuck-behind" supply shelf! Now, a twist of the wrist—only a minute and *Presto!*—there stands the sturdy, ingenious "master of ceremonies"—and the party is on!

For the
LIVING ROOM
★
GAME ROOM
★
TERRACE OR LAWN
★
Makes Entertaining A Thrill!

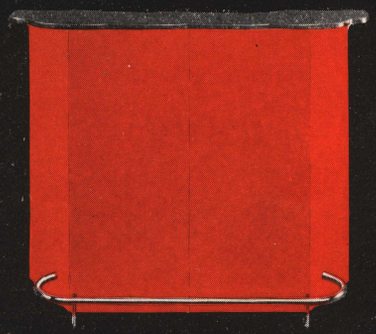
De Luxe Models HAVE GAME BOARD TOP

Let the "elbow-leaners" play a fast horse-race game. "Silver" field marked out on the mahogany finished top (alcohol resistant) miniature horse and riders, dice box supplied. Note chromium band bar top edging.

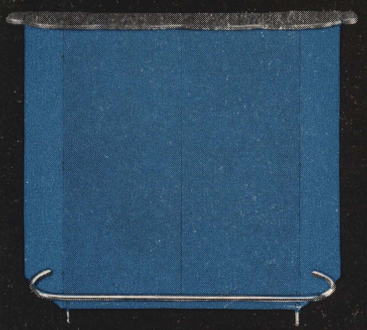
A "merriment" folding bar will transform any social occasion into a festive party. More than a passing novelty—it's PRACTICAL—can easily be set up QUICKLY any place. Has the smart appearance of twice the price!

Rock-Ola Mfg. Corp. 800 N. KEDZIE AVE., CHICAGO, ILL.

ROCK-OLA *Folding Bar*



STANDARD MODEL IN RED



STANDARD MODEL IN BLUE

MODEL No. S-4

MODEL No. S-5

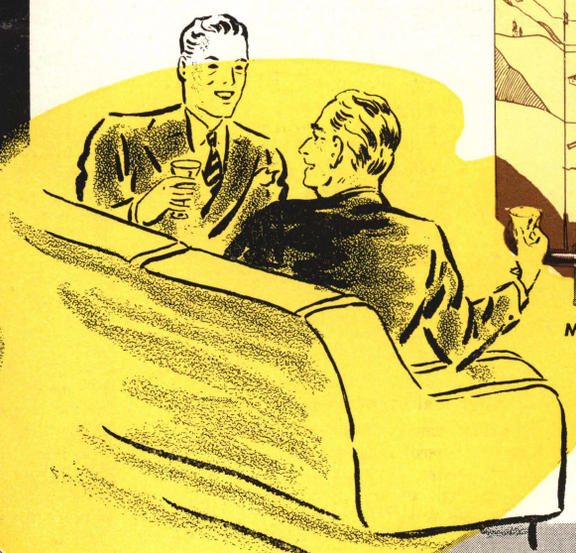
MODEL No. S-6

Standard Model

Just about the same size as the DeLuxe with the same number of pieces but with an entirely new range of designs. When it comes to verve and vivacity, these Standard folding bars have plenty of "oomph!" They're snappy—catchy—they're tops—and at a price so low, you'll want to keep it a secret!

MODEL No. S-1

$24.50
Sold in Leading Furniture and Department Stores



Two Models

SPECIFICATIONS

De Luxe

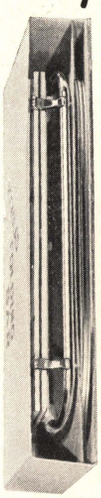
Silk screen process is applied so that the designs are fixed. (Three silk screens are used on the DeLuxe bars.) Tops are alcohol resistant, having a heavy lacquered mahogany finish. Bar set up measures 40 ins. high and 50 ins. long. These bars are sturdily built of well-seasoned plywood with attractive hardware—designed to stand up under frequent use. Thrilling Horse-race game is included.

Standard

A remarkable value for the price! Silk screen process also used on these models. (Two silk screens are applied on the Standard bars.) Bar set up: 40 ins. high, 50 ins. long. Scalloped edge, alcohol resistant top because of heavy lacquer finish, sturdy chrome metal foot rail. Bars fashioned from substantial plywood with complementing hardware. (Horse-race game not included.) A brilliant idea for a wedding gift!

Note: Both "De Luxe" and "Standard" models can be furnished in solid colors of Red, Blue or Green.

Compact Storage



IN YOUR CLOTHES CLOSET

Think of it! When the fun's over, take down the bar in no more than a minute. Tuck it back into its carton and out of sight it goes—so compact that you won't stumble over it in the closet. A "boon" to the hostess who wants "something different" in entertaining.

Made in U. S. A.

Rock-Ola Mfg. Corp. 800 N. KEDZIE AVE., CHICAGO, ILL.

Printed in U.S.A.

VENDORS . .

Cigarette Vendors Ass'n of E. Penn. & New Jersey

By Harry Bortnick

The executive committee of the Association is now the guiding body of the group as regular meetings have been discontinued for the summer. The committee held its regular meeting in the office of counsel and secretary Norman Fuhrman Tuesday, June 27.

Although no great matters of importance were under discussion at the time it was decided to go over the leading points of the new by-laws. These by-laws were accepted at a special meeting of the entire membership held last month. Since many of the regulations were put into use for the first time it had been decided to allow members to bring grievances before the executive body.

At the meetings of the executives any grievances would be discussed and, if an immediate decision seemed necessary, one would be rendered. If, however, the problem would merely bring up a point for discussion and lead to a possible revision of the section of the by-laws under discussion, a decision would be rendered in the fall at which time the entire membership would have an opportunity to vote on the various sections of the by-laws which had been put into practice during the summer months.

During the first month of the new by-laws not one grievance had been brought before the executive committee for immediate settlement.

During the summer months it was decided not to begin any new activity designed to strengthen the membership. Instead the executive board will merely handle the routine affairs of the Association. ◆

Tim Crummett, co-owner of Central Distributing Company, Kansas City, ushers in the hot weather with a battery of big fans to beat the air in Central's offices. Photo shows Tim adjusting the pitch of one of the biggies.

Jimmy Martin Joins A. H. Du Grenier

NEW YORK—The announcement of James H. (Jimmy) Martin's addition to the sales force of Arthur H. Du Grenier, Inc., was announced here July 1st by Walter H. Mann, general sales manager.

Martin has been selling Du Grenier cigarette merchandise to mid-west operators for some little time and in his new position will make his sales headquarters in Chicago and Pittsburgh, Pa. ◆

Reader's Digest Lists New Machines

Following closely the publicity received in the *Saturday Evening Post's* "Ten Billion Nickels," a section in the *Reader's Digest* for June was devoted entirely to recent developments of the coin machine industry.

Under the caption "At the Drop of a Coin," a number of new coin machines now being introduced to the public, here and in foreign countries, were discussed in detail.

One of the most unique innovations mentioned is the automatic telegraph transmitter recently developed by Western Union, for installation in drugstores, railroads and other public places. A message is written on a specially sensitized blank, deposited in the machine and immediately a facsimile is transmitted to the main telegraph office. An illuminated panel tells that the message is being transmitted and when the process is finished another panel reading "Thank you" lights up.

Accident insurance in "streamlined" form is another development commented upon in the *Digest*. Policies, good for 24 hours and carrying a maximum indemnity of $7500, are now being sold through coin machines in railroad stations and hotel lobbies. When a quarter is dropped in the slot, a glass panel slides back, allowing the purchaser to write his name and that of his beneficiary.

Mention was also made of the automatic "talking letter" machines now in use in Germany and the Netherlands. One simply drops a coin, speaks into a microphone and a moment or two later a phonograph record is delivered, wrapped and ready to be mailed. The recipient can play the record. In America the Warner Voice Studio is the counterpart of this machine.

The "Mailomat," newly developed coin machine for stamping letters, was another modern coin device that readers were told about. A complete story of this machine was published in the COIN MACHINE REVIEW for June. The "Mailomat" automatically makes one operation of purchasing stamps and mailing letters. As the letters are fed into a slot, the postage necessary registers on a dial. After the correct amount is deposited in the coin slots, a metered stamp is printed on the envelopes and the letters are ready for collection. The machine was recently introduced in New York and received widespread public approval.

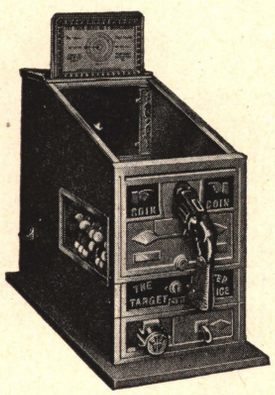
Other coin machines mentioned were foot oscillators for shoe stores, department stores and other public places; the hard-boiled egg dispensor recently developed by Pennsylvania farmers to dispose of an egg surplus; and typewriters fitted with coin slots for public use. ◆

Jimmie Hunt Joins Ray Becker

CHICAGO—James (Jimmy) Hunt, well known coin games designer, has joined Ray Becker's Recreational Games staff as associate engineer.

This concern has recently opened sales offices at 155 North Clark Street, "just 51 steps across from the Hotel Sherman." ◆

Attention Operators!



Put these two winners on the firing-line and capture big, new Profits.

Like the famous "MASTER" bulk merchandise venders they are proven money makers and built to give long service.

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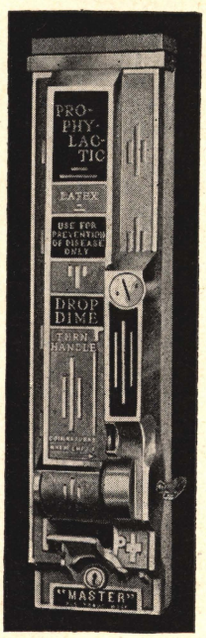
SPECIAL REDUCED PRICES ON "MASTER" VENDORS For Limited Time Only



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The Norris Mfg. Co.

COLUMBUS OHIO

CHALLENGER

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West Coast Distributors

Reliable Vending Machine Co.
452 Venice Boulevard
Los Angeles, California

Vending Machine Headquarters
1160 Mission Street
San Francisco, California

Viking Specialty Co.
530 Golden Gate Avenue
San Francisco, California

TOPPER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave.,Chicago,Ill.

Editor's Note:

Introducing Sidney Snazowits, a live wire (but a dead fuse) in the coin machine industry. Where he will be or what he will do is difficult to say—he didn't miss a performance when Sally Rand played the fair in Chicago, now he is in San Francisco. Due to the fact that he is such an important "slug" in the coin machine industry the REVIEW will endeavor to report his activities each month.

IF IT'S GOT A SLOT—WE GOT IT

Marble Games
Phonographs
Slot Machines

SHIPWITZ

(UNLIMITED)
NEW YORK CITY

Punch Boards
Apple Vendors
Nuts

San Francisco

Dear Mr. Shipwitz:

I have done it. I have placed our new line of automatic coin-operated dog watering troughs at the World's Fair in San Francisco. I have also introduced a new idea, which I think will work very well—I will advise you later as I am just working out the details. In every other watering trough I place a little salt—on the q.t.—which will undoubtedly make the dogs very thirsty—demanding more water, of course.

Such a place as this fair you have never seen. These Westerners are very smart. First they build a bridge. Then they build an island and put a fair on it at the middle of the bridge so the people going to the fair will help pay for the bridge.

Business hasn't been so good for me in the Bay City. I hit some of the boys for orders but all they talk about here now is the World's Fair. Is it really true: Do they have fan dancers at the New York World's Fair?

I think it would be a good idea if I should cover it too. I have developed a technique for fairs. I just go to the best girl show on the midway and stay there all day. The customers—which I cannot find at their offices—may be button-holed between shows. They are most always in a state of mind which is easy to sell.

I have sold customers as far east as St. Louis. If they have any money left after the fair—I will confirm. You should see the dancing girls here. They are the Western type. With big hats, boots, etc. You pay to watch them play all day; but then you have to eat and it costs money to get back in. Now if these guys would get smart and put an automatic commissary on the inside they would clean up.

Some very funny things have been happening here. Especially in Sally Rand's nudist colony where the Western girls play in the big hats. The fair officers said to Sally—"You must cover something up." So Sally, being a very smart broad, agrees to "cover up something." As fans would be very expensive, and would not lend themselves to the Western atmosphere, and because of the close proximity to the water, Sally has bought some fish nets for the covering up purposes. From the looks of the nets, they have been used to catch very large fish.

Sid Chaperowitz just had a baby. And is he tickled. It's a boy and already Sid is getting ready a route for the kid. Say, Boss, why don't you put your kids to work? You could control the coin machine business in New York.

They have a most remarkable new coin operated contraption at the fair. It is one of those things where you make your voice on a record and send it to your friends—or enemies—all for two bits.

It will undoubtedly prove a big help to some companies which can now send sales messages to those operators which cannot read. It will do no good to the dealers—they are all deaf.

Please forward expense check at once. I am making progress with one of the Western girls and would not like to be caught short. I hope she will look as good when she gets out from behind glass and gets some clothes on.

Definitely yours,
Snazowits.

Heart of America

by

B. K. ANDERSON

KANSAS CITY, MO. — Installation of automatic music wall boxes and speakers highlights the early summer newsfront on Heart of America locations.

Although this particular type of coin machine operation is not new in the Missouri Valley; it has been many months since operators of music felt justified in making installations of this costlier sort.

Pioneering this particular phase of music has been taken up by Carl Hoelzel, owner and manager, United Amusement Company. With two of his choice locations already equipped and operating under this multi-control system, Carl announces that further installations of this type are being considered and planned.

As to results and advantages of this operation compared with single control music boxes, he says:

"On the first installation we made, a tavern in which we have twenty-five wall boxes, the gross has increased to five times as much as we got there with the single control box."

"Since this installation we have had calls from several desirable locations, which now do not have automatic music because they did not want to devote the space to it, asking that we discuss with them the adaptability of this type of operation in their location.

"But, the advantage that appeals to us the most is the stability. No matter what changes are made in music boxes in the future such as lighting and other novelty appeals, our locations operating with this type of music will not be affected."

Unable to resist Spring-Moving Fever, Frank Schrogl has packed his bags, picked up his machines, and gained a new address for his Western Distributing Company. He is now located at 3421 Main St., which is several doors up from his old offices in the same block. Although featuring automatic music, Frank says he is still carrying a full line of equipment.

Another new month brings word of another new Vernon Sperry enterprise. Operator Vernon's newest is an open air dance pavilion in his Topeka, Kansas area. Long a leading operator of music and other coin machines in the Kansas Capitol area, he this year also added a motor-scooter track to his numerous profitable interests.

At Central Distributing Company, co-owners and operators Tim Crummett and R. F. Mason are searching for a new vacation land now that the Wurlitzer Bermuda Cruise has been called off. Neither has found a spot to his liking as yet. However, Tim Crummett told us, "We don't care whether we get away during the summer months or not as long as automatic music continues to hold the increased popularity which it has gained."

Word reaches us from Wellington, Missouri, that operator John Corse is sporting a new car which should speak well for coin machine operations down that way.

Among other whispers that we have picked up around the showrooms, we hear that: Peerless Manufacturing Company will soon come on the market with a new machine.

When the Kansas State Sales Tax goes off in the near future there will be an influx of new merchandisers in that area. Not the least among these will be cigarette vendors which should mean that Johnnie Johns, who probably operates more cigarette vendors than any operator in that vicinity, will be somewhere near the head of the march.

Arkansas and Ozark Mountain locations are expanding types of operatable equipment as well as showing a better net than in years.

The "Hard Luck" award for the month goes to Kansas operator Ivan Nelson. Last winter in a rush downstairs to fix his furnace, Ivan suffered a fall which at the time he believed resulted only in a few painful bruises. Recent examinations have disclosed other complications, however, and he is again under his doctor's care. It's not so serious that he can't take care of his route of vendors, he says.

At Hamilton Enterprises the rush is still on. According to Hamilton officials, the new Mickey Mouse and His Pals Vendor is more than proving out their expectations for it. Not only is it popular on Midwest locations, they say, but orders from all over the nation give them every confidence that their new machine will entirely fill the bill. ◆

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COIN MACHINE REVIEW

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Western Paddles (6 coin multiple)	24.50
Keeney Derby Champs	44.50
Stables	27.50
Arlington	19.50
Rover	16.50

CONSOLES

Keeney 1938 Track Time	94.50
Red Head Track Time	59.50
Jennings Flat Top Liberty Bell or Derby Day	34.50
Jennings Slant Top Liberty Bell or Derby Day	44.50
25c Brown Cabinet Paces Races	117.50
Keeney Kentucky Club	79.50

PHONOGRAPHS

Mills Deluxe Dancemaster	24.50
Mills Zephyr	44.50
Mills Do Re Mi	34.50
Seeburg Model B	32.50
Seeburg K15	89.50
Seeburg K20	119.50
Rock-Ola Imperial (20 records)	89.50

SLOTS

5c Mills Blue Fronts (Serials over 400,000)	49.50
5c Mills Blue Front (Gold Award)	38.50
5c Jennings Silver Melon Bell	47.50
5c Single Jack War Eagle (Serials over 400,000)	39.50
5c Mills Extraordinary	27.50
5c Caille Cadet	19.50
1c QT (green front)	27.50

TERMS: 1-3 Deposit with order, balance c.o.d.

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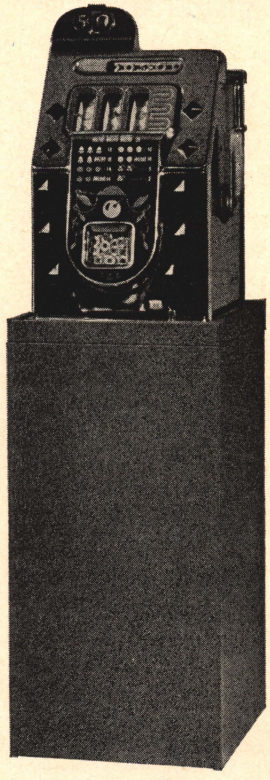


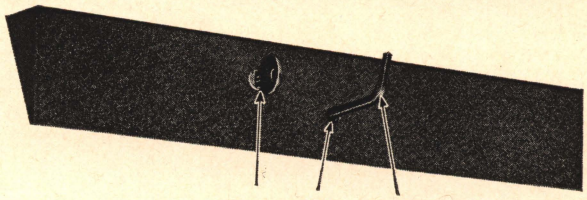
Weighs 47 lbs.

$8.00 EACH

ONE OR A MILLION

FOUR COLORS

Brown, Black, Light and Dark Blue



ONE KEY — ONE HOLE — ONE WRENCH

Above is mounting plate greatly enlarged to show simple, positive locking mechanism, specially designed feature of our stands.

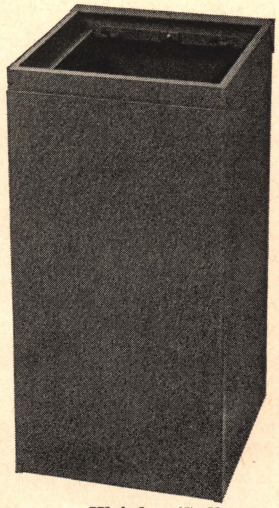
On Orders of Twenty or More You Can Get Them Keyed Alike at Very Little Cost

OUR GUARANTEE

Order one. If it is not what we have advertised it to be return it to us at our expense. You send no money.

Patent Pending

ORDER TODAY



Weighs 47 lbs.

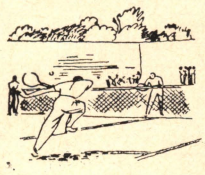
PALMANTIER-KING SALES CO.

1107 W. TUSCARAWAS ST. CANTON, OHIO

WRITE US FOR CIRCULARS AND PRICES ON OUR NEW TURN TABLE SAFES

Third Annual Outing Is Big Success

WINGDALE, N. Y.—Meeting for their Third Annual Stag Outing, members of the Cigarette Merchandisers' Association of New Jersey, New York, Connecticut, Pennsylvania and New England gathered here over the week-end of June 10 and 11 at the Berkshire Country Club.



Activities started early Saturday afternoon when members of the various Associations began arriving at the club and immediately joined in the sports that were rapidly getting under way. Golf, tennis, swimming, horseback riding and baseball attracted the attention of most of the members. Some of the operators of the C.M.A. of N. J. and the C.M.A. of N.Y. began practicing for the baseball game scheduled for Sunday morning.

After dinner everyone gathered on the terrace for a general discussion of business; the question of taxes was dealt with in all its phases. Following the meeting members entertained themselves at indoor sports and movies in the casino. By the time the midnight supper was served all late arrivals had joined the Outing.

Sunday morning the long awaited baseball game between members of the New Jersey and New York Associations was held. Both teams were on their toes, trying every minute. Up until the end of the second inning the New Jersey team led with a score of 5 to 0. Then Jack Mills, pitcher for the New York operators, got into his stride and really mowed 'em down. The game ended in a burst of glory for New York with a score of 14 to 5.

In the afternoon most of the activities were held at the lake, where swimming, boating and canoeing proved popular. Late in the day the rather tired members began to depart. Everyone agreed that the Third Annual Outing had been a real success. ◆

Cherry Appointed C.M.A. Head

NEWARK, N.J. — The Cigarette Merchandisers' Association of New Jersey announces the appointment of James V. Cherry of East Orange, N.J., as Manager of the organization.

Cherry officially took office on May 25. He was formerly a trade association executive in the linen supply industry and has had considerable experience in the field of trade relations and association work. He has also been connected with various metropolitan newspapers in editorial and advertising capacities. ◆

EDITORIAL

(Continued from page 18)

tical friendly relationship which rules the industry within.

When we start to think about the greenness of the other fellow's grass we are on the verge of talking about it . . . and when we start to talk about it—the urge to talk becomes ever greater . . . and the more time we spend thinking and talking about the other bird's grass—the less time we're going to have to cultivate our own lawn. Don't kid yourself—the other guy has his troubles—just as you have yours. Ninety-nine chances out of a hundred the very person you envy is just as busy envying you! You can't both be right! ◆

SUPREME BRASS CHECKS are Highest Quality-Priced Right

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GOOD FOR AMUSEMENT ONLY

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

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No Cash Value Solid or with Holes

American Canteen Has Birthday

CHICAGO—Business leaders from all branches of the industrial life of Chicago gathered at the Drake Hotel, June 29th to help Nathaniel Leverone, Walter E. Swanson, and Frank H. Anderson, original founders of the American Canteen Company, celebrate the 10th birthday anniversary of the firm.

Commented the *Chicago Daily News*: "It would be hard to think of a worse time to start anything from a store to a sausage factory, than July 1, 1929, when American Canteen was started. The stock market hysteria was already riding for a fall and 'Black Thursday' was only four months in the hidden future.

'If we had known what we were getting into, I honestly don't thing we would ever have had the courage to start," said Frank Anderson, administrative vice-president. 'We are glad we did of course, but at the time I doubt if we could have faced it.' His other partners agreed.

"Fortunately, none of the three could foresee the heartaches and headaches and in 1933, when factory managers began to realize that the candy vending machines, instead of being a nuisance, were helping them get out more work, the future looked brighter for American Canteen. A factory employee burns up a lot of sugar in his system in a working day, and it was actually demonstrated that a little wholesome candy eaten in mid-afternoon improves both total output and safety record."

Among the business tycoons who paused in their busy activities to join American Canteen's birthday party, were: Holman D. Pettibone, president, Chicago Title & Trust Company; Allan Jackson, vice-president, Standard Oil Company; Bertram J. Cahn, chairman of the board and president of B. Kuppenheimer & Company, Inc.; Percy Wilson, vice-president, Marshall Field & Company; C. L. Rice, vice-president, Western Electric Company; Rufus C. Dawes, president, Museum of Science and Industry; Philip K. Wrigley, president, William Wrigley, Jr., Company; J. L. Kraft, chairman of the board Kraft-Phenix Cheese Corporation, and dozens of others.

At the present time American Canteen's distribution system employs, directly and indirectly, about 1,000 people, while the manufacturing activities to which it gives outlet would raise the total of jobs to 5,000. ◆

Philadelphia Coin Mach. Operators' Association

By Harry Bortnick

Local operators were greatly disappointed at the action of the State Supreme Court in affirming the decision of a lower court and ruling that pinball games were subject to the mercantile tax. The decision was rendered at the last meeting of the Supreme Court which sat in Philadelphia during the week of June 15.

The Association had opposed assessment of the tax against bagatelle games because, according to their attorney, Bernard R. Cohn, the games were not liable to be taxed under the terms of the Act creating the Mercantile Tax. Cohn, in his argument before the Supreme Court, stated the Act of 1907 distinctly avoided mentioning bagatelle games. The Act creating the Mercantile Tax did go into details to state that any machine using pinballs as an integral part of the game, would be liable to the tax, Cohn stated.

Since bagatelle games did not make use of alleys nor pinballs to provide entertainment the machines therefore were not subject to the $1.63 mercantile tax, Cohn argued. The attorney for the State maintained that the interpretation of the Act should not be taken too literally, since at the time of creation of the Act there were no such machines as bagatelle games.

In rendering the decision Supreme Court Justice H. Edgar Barnes stated that although bagatelle games did not make distinct use of pins it is still a pinball machine and therefore subject to the Mercantile Tax. Justice Barnes held that the intent of the Legislature was not to exclude bagatelle games.

Although operators were disappointed at the decision they took satisfaction from the fact that the Supreme Court again asserted the right of bagatelle games to be considered skill games and as thus legal machines.

A meeting of the executives of the local Association and representatives of the State Treasurer will be held in Philadelphia during early July, to agree upon the method of payment to be made by operators on all machines they have operated since 1937. It is hoped that a long-range payment plan will be arranged. ◆

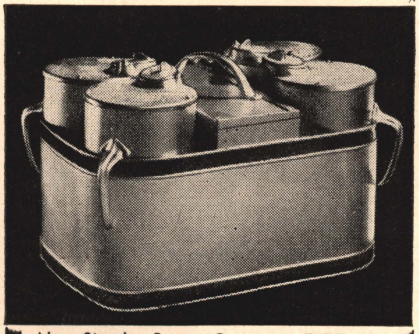
• •

She (awkward dancer)—"This dance floor is certainly slippery!"

He—"It isn't the dance floor. I just had my shoes shined."

use "PAL"

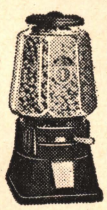
The operator's handy Service Kit. Holds 4 or more 5-pound containers of merchandise. Compartment for tools, cleaner, and money. MODERN. LOW-PRICED.



Also Stands, Penny Counters. FREE catalogue and operating Instructions on New Hammerloid "SILVER KINGS."

AUTOMATIC GAMES

2425 FULLERTON CHICAGO, ILL.



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ROYAL Vends All Nuts, Small Candies. Holds 2 Lbs. For Bar or Booth

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All merchandise is fully guaranteed to please or your money refunded. Each shipment is fully insured. Check over these special items offered REVIEW readers at unheard-of prices:

Gold Plated, 24 Carat, Coaster Sets with four glass ash trays, regularly $1.00.....special **$ .75**

Hollywood Party Muddlers. Shadow from muddlers reveals nude forms. Unusual. Special for 30 days only at **$2.25** per set; 6 sets for **$11.50;** 12 sets for.....**$20.00**

Hand Made Ties. Double duty. Same on both sides. Full length. Exclusive with us at this price. Selling in east and middle west for $1.50. Our price, **.60 each, 6 for $3.40; 12 for $6.50.** State colors. We guarantee to please.

Hot-er-Cold Jars. Preserves ice cubes for hours. Keeps foods and soups HOT, salad and frozen desserts COLD. Finished in sparkling chromium. Crock lined, thoroughly insulated, handsome wooden handles. Holds 24 ice cubes or two quarts of liquid. Regularly $7.95.....special, **$4.95**

Old Fashioned Miniature Bed Warmers of polished brass with mahogany handles. Make unique ash trays. Full length 8". Imported from France.....special, **$1.35**

Men's Handkerchiefs, imported from Holland. Large size with hand rolled hems. White only..**6 for $1.00**

Polaroid Sun Glasses. The amazing new glasses that give you the view without the glare. This new scientific way of light control helps you to see clearly in comfort. There is a world of difference between Polaroid and even the best of ordinary sun glasses. Nationally advertised at.....**$1.95**

All merchandise shipped prepaid

REMEMBER — YOU MUST BE PLEASED OR YOUR MONEY WILL BE PROMPTLY REFUNDED

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The Little Gift Shop

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Owned and Operated by the COIN MACHINE REVIEW

Mercury

Makes More Money

1c or 5c play
Cigarette Reel Symbols
Open or Discreet Payout

The only safe counter game to operate, eliminates all controversy between operator and location as to amount of awards paid out.

Beautiful new baked enamel finish—choice of Blue—Green—or Brown.

Write for details and prices

GROETCHEN TOOL CO.
122 N. UNION ST. CHICAGO

Public Shows Approval of Bally Beverage Vendor

NEW YORK—Art Nyberg, Bally Manufacturing Company's representative in the New York area, finds the demand for the Bally Beverage Vendor increasing day by day. In a recent statement on the tremendous growth of sales, Nyberg said, "The patrons of the Bally Beverage Vendor are creating a demand for the machine.

"We are in receipt of phone calls from locations every day asking that Vendors be placed in their places of business. In almost every case we find that the people making the request have visited locations where the Beverage Vendor is in operation and are so delighted with its money making possibilities that they want one in their store.

"An outstanding example is that of a small theater owner in New Jersey who happened to visit the Branford theater in Newark. He saw a crowd around the Bally Beverage Vendor in the lounge and upon investigating he was impressed with the remarks of those standing around the machine. He purchased a drink and became so enthusiastic about the Vendor that he phoned our offices the next day and asked that a machine be placed in his theater."

Nyberg states that the same results are apparent in New Jersey, New York and other territories where machines are on location. He also states that every one of the location owners are proud of the machine and that it is bringing endless compliments to the locations from the public.

"It is the only machine,' Nyberg states, "that is actually creating a demand for itself from its own patrons. We are not surprised to have large local chain stores and service stations phone for the Beverage Vendor to be placed with them and, after a few days' test, demand that the machine be placed in the rest of their business locations.

After spending a week in Philadelphia Nyberg returned to New York and said that all he saw in the Pennsylvania city were green lights flashing on to indicate that the Beverage Vendors were nearly empty. This feature is a safeguard that Bally has placed on the machines. A green light flashes on when there are only 30 more drinks left in the stainless steel barrel.

Nyberg reported that he saw the Beverage Vendors in almost every type of location in Philadelphia. "Two independent theaters are so proud of their machines that their own forces are keeping them shining all day long. The huge Royalist cigar factory is keeping one of the Bally Beverage Vendors so busy that the green light seems to be on perpetually. The Famous Delicatessen, at Marshal and Poplar Streets, where the Vendor is in competition with many other drinks, is using a barrel a day.

"Another location in a giant food market is also proving that the green light will keep flashing if the Vendor is properly located. In every case the Bally Beverage Vendor is bringing more and more calls from locations. This is just what happened in Newark, New York, New Jersey, Elizabeth and other spots throughout the country where the machines have been on trial." ◆

RECONDITIONED GAMES

Thistledown	$74.50	Quinella	24.50
Skilltime 1938	79.50	Arlington	$14.50
Skilltime 1937	29.50	Derby Champ	24.50
Pastime—		Gott. Multiple	19 50
Keeney	149.50	Preakness	14.50
Triple Entry	129.50	1-2-3	14.50
Skillfield	24.50	Aksarben	19.50
Jennings Par-lay Races	49.50	Derby Day	14.50
FREE PLAY		Jennings Sportsman	12.50
Major	49.50	Pamco Bells	19.50
Contact	54.50	Big Race	19.50
Lot-o-Fun	59.50	Turf Champs	12.50
Spottem	54.50	SLOTS	
Chevron	54.50	Blue Fronts D. J.	$25.00
Hold Tite	54.50	Blue Fronts S. J.	30.00
Airport	54.50	Silver Chiefs	45.00
Fairgrounds	19.50	Melon Bells	47.50
Fleetwood	19.50		

1/3 Deposit

MT. ROYAL NOVELTY
306 E. Baltimore St. Baltimore, Md.

Nebraska

By Charles P. Rodman

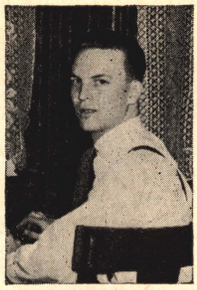
OMAHA (RC)—The hotels of Omaha are showing a partiality to baseball machines. Both the Rome and the Paxton find baseball is in favor with their guests. On the other hand the new Cinema Club sports an assortment of coin-operated devices of the amusement variety.

Charles Schlitz, district manager for Mills for Iowa, Nebraska and Michigan, was an Omaha visitor the last week in June. While here he gave Tony Mangano a few lessons on how to sell Mills products.

Ray Mortensen, Avoca, Iowa; Beverly Sutton, Plattsmouth, Nebraska; Earl Carroll, Carroll, Iowa; Jim Belcher, Lincoln, Nebraska, and C. R. McGee, Grand Island, Nebraska, were late Omaha visitors. All expressed a belief that the coin machine business in this territory is improving considerably. ◆

In St. Louis

with
ROBERT LATIMER



Bill and Mabel Marks, phonograph operators, and Mike and Dorothy Ogilvy, of the Peerless Sales Company, left St. Louis June 5 in Ogilvy's new Oldsmobile for a 600 mile vacation trip through the West. They will pass through Colorado, California, Nevada, New Mexico, Washington, Montana and Wyoming on their trip.

John LaBan, manager of the A.M.I. Distributing Company, left with his daughter for Houston July 1, for a vacation. LaBan promised his daughter the trip if she received top scholastic honors at a southern school she was attending.

Martin Balensiefer, Wurlitzer distributor, returned from a week-end at Big Piney woods in Southern Missouri. Nine other music operators made up the party. Big Piney offers horseback riding, hunting, fishing and golf but the operators were "armchair athletes" and the vacation was turned into a bridge session.

Marble table men are welcoming Clay Stewart, head of the National Amusement Company, back to active work. After more than three months of serious illness, Stewart is completely recovered and ready to get back into the swing of things.

George Ogilvy and Fred Pollnow, who manufacture the Modern Cabinet in St. Louis, spent a week in upper Illinois and Minnesota, showing their line to potential customers.

Wilbur Bye, formerly in Wurlitzer's Chicago office, has been appointed district manager of the St. Louis territory, replacing Ralph Rigdon, who was transferred to a three-state section including Indiana, Kentucky, and Tennessee. Wurlitzer operators and distributors from St. Louis, East St. Louis, and Southern Illinois were on hand to great Bye upon his arrivel, June 10, and to give him a welcome to headquarters in the Branscombe Hotel.

Bill Ross, St. Louis operator, announced his marriage to Miss Beryl Walker June 2. This came as a complete surprise to music operators. Ross left for New Orleans June 10 for a two weeks vacation.

The Associated Phonograph Owners' Association of St. Louis held a summer party, the first of the year, at Norwood Country Club, June 17, with Walter Siam's orchestra providing the entertainment. Cocktails and dancing on the marble-tile outdoor terrace of the club was a feature of the affair.

Reports on the "penny parade" in East St. Louis are complete. Merchants in the Illinois city painted one hundred thousand pennies a brilliant red in order to determine where most of the coins were used. Results were encouraging from the standpoint of vending machine operators. Since May 1 merchants have been giving the carmined pennies out in small change, keeping a check on the outgo and a full report on those received. The totals showed that of the $1000 given out less than $200 came back to the same stores. Most of the coins went to theatres, candy shops, ice cream parlors and to coin machines. Coin men in East St. Louis, who have been mystified at digging out half of their "take" in painted pennies were relieved when news of the venture was released to the public.

Sherman E. Pate, salesmanager of the Permo Products Corporation; Sydney Goldberg, assistant salesmanager of the same company; and Sellman Schultz, salesmanager of the Decca Distributing Corporation, visited Martin Balensiefer, June 16. After driving all night from Chicago, the three men spent a day sightseeing with Balensiefer.

The regular monthly business meeting of the Associated Phonograph Owners' of St. Louis was held in the Statler Hotel, June 21. Martin Balensiefer, secretary-treasurer, presided at the meeting. The expansion of the new IBEW rate schedule was discussed and a general move to honor the rate now in force in Illinois, where many operators have a small string of phonographs, was recorded.

Dewey Godfrey, legal counsellor and representative of the Missouri Amusement Machine Operators' Association, was host in June to 200 operators and their wives at a huge all day picnic and barbecue at his home in Barnhart, Missouri. On the program was a competitive layout of softball, track, horseshoes, badminton and other games. The older operators were really showed up when the younger men and sons of the Association's members walked off with all but one of the prizes. After a barbecue and luncheon, a dance was held in the recently remodeled Godfrey home, one of the showplaces of suburban St. Louis. ◆

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Newly compiled lists of OPERATORS. Worth many times more than we ask.

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112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
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200	Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

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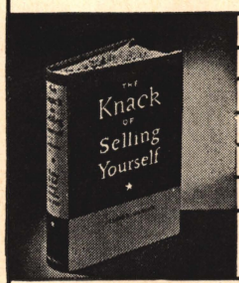

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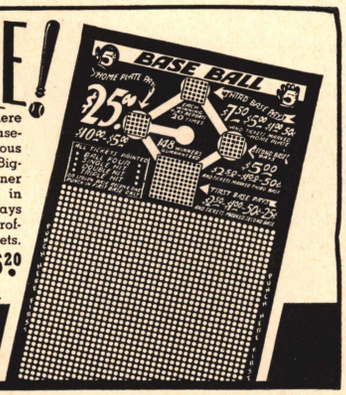
● That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or $130.00. Pays out (average) $74.75. Average Profit $55.25. Baseball symbol tickets. Semi-thick board. Celluloid protection over jackpots. Price $6.20



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Pennsylvania State Operators' Ass'n

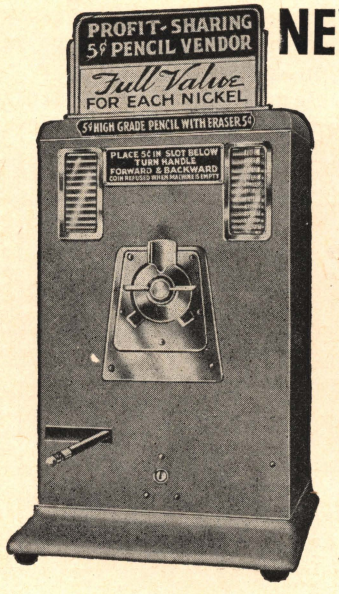
By Harry Bortnick

Despite the powerful support given House Bill 426, which would have placed a $10 sur-tax upon all skill games used in the state, the measure was still sleeping when the Legislature adjourned in June.

Secretary and counsel Harry Wexelblatt followed 426 closely and kept the operator-members informed of various steps taken to defer consideration during the current session.

Although a great deal of progress has been made towards securing favorable legislation for the coin machine industry no bills were passed during the last session but Wexelblatt believes a groundwork has been laid that will prove valuable during the next meeting of the Legislature.

The decision of the State Supreme Court in declaring the Mercantile Tax applicable to coin machines was regarded by this association as convincing proof that the games operated are legitimate and legal in every respect. This proof of legitimacy was regarded as far outweighing the burden of taxation the bill imposes on the operator. ◆



NEW TRADE STIMULATOR

PROFIT SHARING 5¢ Pencil Vendor

Vends a regular 5c pencil for each nickel. Trade awards given for "Lucky" pencils.

NO CHEATING

Operator knows exact amount of trade awards, as all award labels attached to pencils are saved by the merchant.

Machine requires only 9" counter space. Capacity 150 pencils. Operators' price for pencils, only $1.25 per gross.

Be First in Your Territory!

Sample Machine
288 pencils and award labels included free.
ONLY $17.50

D. ROBBINS & CO., 1141-R DeKalb Ave., Brooklyn, N.Y.

Andy Stromberg Joins C. E. Washburn Staff

Andy Stromberg of Phoenix, Arizona, joined the staff of C. E. Washburn in Los Angeles early in July to act as service man for the organization. Stromberg is one of the best all-round service men in the business, Washburn states, and has had a number of years' active experience with all types of coin machines.

Stromberg comes from Arizona, where he worked as service man and was widely known as an expert on phonographs and marble tables. He will be available to operators who need his services. ◆

• •

"Here's that suit I bought of you last week," said the angry customer. "You said you would return my money if it was not satisfactory."

"That's what I said," responded the merchant, very politely, rubbing his hands, "but I am happy to tell you that I found your money entirely satisfactory."

Operators Like National Machines

E. C. McNeil reports from the Northwest, where he is traveling with his "showroom on wheels," that operators are showing more and more enthusiasm for National Cigarette and Candy machines. They find that they fill every operating need and every type of location.

National Candy & Cigarette Machines

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Western Vending Machine Operators Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Fltzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

The entire meeting of June 27th was given over to reports from the various offices on the past year's work and the election of officers for the coming year.

The present officers, namely: Scott, president; Straw, vice-president; Huizing, treasurer, and Smuck, secretary, were unanimously re-elected and all accepted for another year.

Mr. Brenkuss, who has been diligently working to encourage all operators to carry insurance on their machines, stated that unless more operators took advantage of the insurance offered the insurance companies would probably cancel insurance now in force. He said that if sufficient coverage was obtained the companies would be more inclined to exert definite efforts to stop the many thefts. The Association recommends that all operators avail themselves of the insurance at once.

Meetings will be held as usual throughout the summer and the next meeting will be July 25th. ◆

Mac Mohr Joins Liberty Drive

LOS ANGELES—In line with the demands of operators throughout the West Coast for Daval's 5-ball novelty game, Liberty, Mac Mohr, western distributor for Daval, has adopted the slogan "give me Liberty" which is spreading throughout the country. Liberty is the game which has taken the entire country by storm, and which is now being featured by Mohr as "the best game western operators have had since the beginning of pin game activity in this part of the country."

"When I say 'give me Liberty'," said Mohr, "I mean just that. In fact, that's what I've been saying for the past few weeks—by wires and long distance calls to the Daval factory. All I've been hearing from operators around here is 'give me Liberty' and it seems from what I've heard that this whole country wants Liberty just as badly."

"The reasons for Liberty's amazing popularity are many and too numerous to outline. A few of the high-spots, however, are the two different lite-up bumpers spotted the player at the beginning of every game, the breath-taking beauty of the game, and the appealing play-action. No wonder I'm swamped with orders for the game." ◆

Southern California

A. M. Keene, Taft operator and newspaper publisher, postcards from Florida—"Just wandering around—out of Galveston to Miami and then to New York. Driving home a new Lincoln, and will have a lot of new ideas."

The mother of Margaret Cole, secretary for Irving Bromberg, passed away the latter part of June at Santa Monica.

M. Hammergren, general sales manager for the Rudolph Wurlitzer Company, spent several days with Bill Simmons the first week in July. Hammergren is known as the "flying salesman" who spends seventy-five percent of his time in the various districts and twenty-five per cent at his desk.

Two friendly competitors, Ed T. Mape and Bill Simmons, were seen dining together at the Brown Derby in Hollywood the last of June.

Mrs. J. C. Dorser of Fresno, Wurlitzer operator there, is taking a two weeks' vacation in Texas.

The first shipment of Wurlitzer Selective Wall Boxes was received at the Hollywood branch June 24. The entire order was sold on arrival.

H. Weinberg, representative of the Vipedex Corporation of Stockton, manufacturers of foot oscillators, is stopping at the Elks Club in Los Angeles and contacting operators.

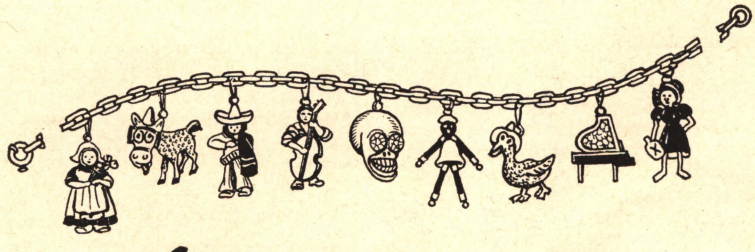
Edward Whistler, Wurlitzer service instructor for the Hollywood branch, was married in Phoenix, Arizona, June 17, to June Bartholemew of that city.

Both Ed and June were late for the wedding, it is reported. Being a good service man, Ed could not let a wedding interfere with his work.

J. P. Seeburg, founder of the Seeburg Corporation, N. Marshal Seeburg, president of the organization, and H. T. Roberts, vice-president, visited Jean Minthorne in Los Angeles early in July. The men are mixing business with pleasure while in Southern California.

C. E. Washburn and Mrs. Washburn spent a three-day vacation over the Fourth of July at Ensenada and Rosarita Beach in Lower California.

Percy Shields returned recently from Detroit with a new Ford De Luxe Coupe. He visited Boulder Dam and took in the annual Indian Powwow at Flagstaff on his return trip. ◆



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Two New Charm Assortments

The TEXAS SPECIAL

175 PIECES, INCLUDING *CHARM BRACELET, JEWELRY CHARMS, LARGE DICE, LARGE and SMALL CELLULOID CHARMS, 60 VARIETIES. NO LEAD or METAL TOYS.* Price $1.00 Delivered.

The REVELATION

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The Best In the Northwest?

Evergreen Novelty Corp., Of Course!

The BEST stock of reconditioned machines, all in the BEST shape, completely overhauled by expert mechanics in the Northwest's BEST coin-machine shop — up-to-date in every detail!

Wire, write or phone for the Number One Console Model

— PACE'S SARATOGA —

Immediate Delivery

TAKE YOUR PICK of the FOLLOWING HITS! EVERY ONE A MONEY MAKER!

Bally Favorite	45.00	*Mills Track King*	40.00
Bally Club House	90.00	*Exhibit Jockey Club*	40.00
Bally Teaser	25.00	*Exhibit Single Coin Chuck-a-lette*	40.00
Bally Saddle Club	50.00	*Exhibit Long Champs—5c play*	45.00
Keeney's Tracktime Red Head	75.00	*Exhibit Races—7-coin head*	55.00
Western Light-Up Dewey	100.00	*Exhibit Silver Bells—7-coin head*	55.00
Mills Flashers	50.00	*Exhibit Novelty Merchantmen*	25.00
Mills Dewey—25c play	100.00	*Paces Races*	80.00
Mills Automatic Dice Machine	100.00	*Pamco—Deluxe Bell*	35.00

FUN AND FROLIC FOR EVERYONE! Don't miss our gala picnic at Pipe Lake on Sunday, July 30th. If you haven't already received your invitation, please advise us immediately.

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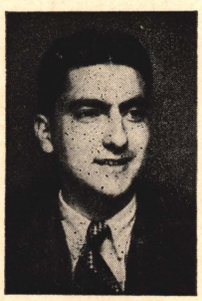


In the Pacific Northwest

with

LOUIS KARNOFSKY

Columbia Recording Corporation, successors to American Record Corporation, announced the appointment in June, of the Sunset Electric Company of Seattle as distributors of Columbia, Brunswick and Vocalion records in Washington, Oregon, Montana, and Northern Idaho. The change becomes effective July 17. Al Muir, head of the local branch for American Record, will be retained as manager of Sunset's record department and will spend most of his time in contacting out-of-town operators and setting up new dealers. Clif Carter will be in charge of stock and Miss Lillico will take care of the office work.

We noticed a down-in-the-mouth look recently on the face of Operator Bill Staed. It seems that Bill had been letting everyone know what an ace golfer he was. In fact, so impressive a game did Bill talk that Frank Allen and Fred Fields, the Wurlitzer man, called his bluff. Allen challenged Bill to a game of golf and backed up his challenge with greenbacks. Fields slapped down additional currency, betting Bill that Frank would lace him.

The three boarded Bill's car for the golf links. No sooner did the machine get started than a smoke bomb, planted by Allen and Fields, went off, enveloping the car in thick black clouds. Thinking his car was on fire, Bill almost broke a blood vessel in the ensuing excitement. When the boys finally reached the links, Bill's well-shot nerves were unable to cope with a game of drop-the-hankie, let alone golf. Bill went down to defeat—and ruefully paid off his debts.

Cigarette machines are springing up all over the State and, according to coinmen who keep a finger on the pulse of the business, there is a reason. Here is how one veteran has it figured: "The average tavern owner or cafe merchant sells cigarettes for the accommodation of his patrons. When you consider that he employs from three to five men and that they are liable to help themselves to cigarettes, there is not much left on the profit side of the ledger. A cigarette machine entails no investment on the merchant's part, yet shows a tangible profit, and eliminates the bother of selling over the counter. In the end everyone is more satisfied."

If there is assault and mayhem committed during the month on an operator named Al Brashem, there will be nothing accidental about the matter. A month ago Al became the first coin man in the Northwest to own a race horse. He entered the horse in an event at Longacres race track on June 28. However, before race time, he spread the word throughout Coin Row that Rosser S. (the nag) was a cinch winner for the afternoon, and that all coinmen should lay it across the board. They did—heavily. Rosser S. trotted across the finish line in 7th place, eight lengths behind the field.

COININGS ON THE CUFF

Bill Clark becomes successor to Frank Allen at Decca's Seattle branch.

Les Savage, old-time operator of Wapato, Washington, was seen hob-knobbing with Briz Crabtree during a recent Seattle visit.

Another local visitor was E. S. McNeil, factory representative for National Candy and Cigarette Machines, who booked quite a number of nice orders. McNeil is traveling throughout the Northwest in a beautiful custom-built trailer. The sheer beauty of this "traveling showroom" caused many a coinman to stare with envy.

More coin-controlled machines are being shipped to Alaska in preparation for the annual tourist trade than in any year heretofore.

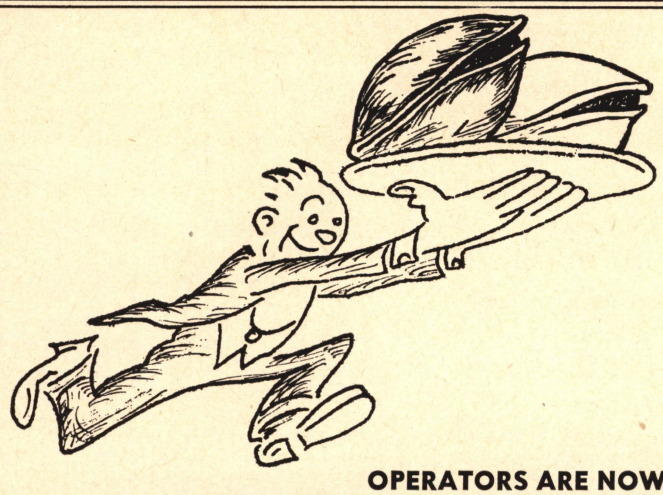
O. N. Vincent, operator of all types of equipment, recently moved from Newberg, Oregon, to Coeur d'Alene, Idaho, where he will carry on his activities.

Beulah Boyd, Western Distributors' office ace, announces that her boy friend has just purchased a new Studebaker. She denies, however, that she is altar-bound.

Business must be riding the crest for the operating team of Tiger Leamer and Van Booth. Tiger recently purchased a new Chevrolet and Van a new Studebaker. Tiger took a two weeks' vacation trip to Montana and Yellowstone Park.

Allen Rau, who has over a period of years been inventor, distributor, operator, service man and mechanic, is going to town in the restaurant business in Tacoma. Those who have tasted a Rau steak or chicken dinner will tell you that they are the best.

A change in the Jack Moore organization last month saw Seattle and Spokane branches swap managers. Dick Robinson going to Spokane and George Cusick coming to Seattle. A bookkeeper has been added to Moore's force in the person of Betty Little. ◆



Thanks to Lower Costs,

OPERATORS ARE NOW FEATURING

ZENOBIA PISTACHIO NUTS!

During the Spring and Summer months, Pistachios will outsell all other products. Now is the time for you to fill your machines with these delicious nuts.

We carry a fresh supply of Pure White and Rose Red Pistachios at all times and can give you prompt shipment.

Write us for new low prices on the new crop Pistachios!

VIKING SPECIALTY CO.

EINAR WILSLEV, *Owner*
References: Dun-Bradstreet

530 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIFORNIA

Philadelphia

By Harry Bortnick

The phonograph operators of Philly were shocked to hear of the death of friendly, popular, red-headed Harry Scherdorf. Harry who was one of the most popular and jovial operators in the city, just recently sold his route and resigned as vice president of the Association to take on the distribution for the Mills phonograph.

The Economy Production Company joins the ranks of REVIEW advertisers with a variety of bargains on many products they manufacture exclusively for operators. They offer fine made merchandise at low prices and ops. are invited to visit them.

Other new advertisers from the Philadelphia area in this issue are Rake Coin Machine Exchange, Lehigh Specialty, K. C. Vending and Roy Torr. Turn to the classified page and check their ads. Mentioning the magazine in dealing with advertisers always establishes you as an enterprising operator.

Joe Ash, one of the most popular distributors in the city, has purchased the local George Ponser business over which he has been presiding as manager. Joe has renamed the business Active Amusement Company.

A new coin machine jobber opened quarters during June. Name of the new concern is the Blackhawk Sales Company and they intend to handle a large variety of merchandise from all of the manufacturers. Partners in the new business are Al and Charles Edelsohn. The brothers were formerly affiliated with the United Novelty and Premium Company. ◆

Lazar Opens New Philly Showrooms

PITTSBURGH—Hundreds of coin machine men visited the new show rooms of B. D. Lazar and Company, June 17 and 18, when the popular Lazar brothers opened their new store at 1635 Fifth Avenue.

The occasion marked the first showing of the new Rock-Ola Luxury Lightup Counter Model in the Pittsburgh territory. Operators voiced their approval of the new model and complimented both of the Lazar brothers on their beautiful new show rooms. ◆

July Clearance Sale

BARGAINS That Are BARGAINS

50 Consoles - - - - - - - - $20.00 up
All makes and models

150 Counter Games - - - - 3.50 up
Of all descriptions — In perfect condition

40 1-Ball Automatic Pay Tables - 7.50 up

★ ★

EXPORTERS NOTICE
100 Novelty Games.....$5.00 & $7.50
Perfect Condition

CIGARETTE MACHINES
All makes and models available....$20 up

★ ★

Iron Claws and Diggers—$20.00 up

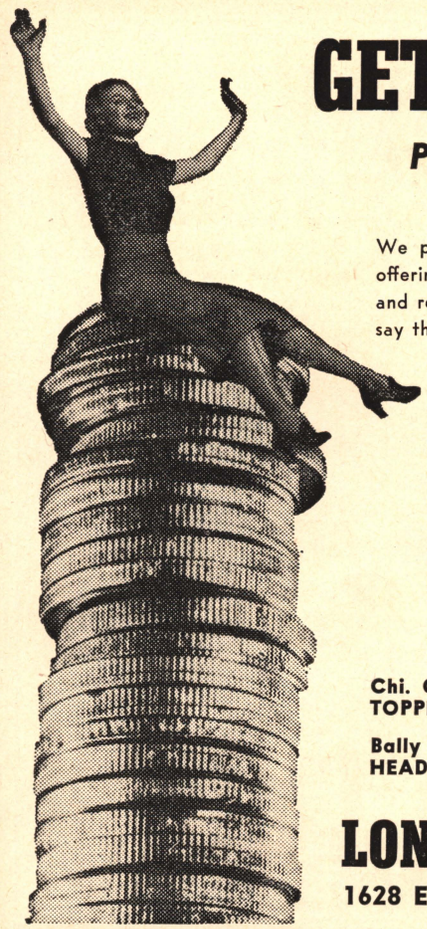
Five-Ball Games—New, Used

All subject to prior sale
Gardner Sales Boards — Jar Deals

C. E. WASHBURN

1513 W. Pico Blvd. Los Angeles

July Clearance Sale



GET ON TOP OF THE PILE!

Proven Equipment From Long Beach Coin WILL DO THE TRICK!

We pride ourselves on thoroughly reconditioning our games to new game perfection before offering them to our customers. All of the used equipment listed below is in first class condition and ready to be set on location. NEW GAMES listed below are all proven moneymakers. If we say they're good . . . you can bank on it!

Alps, free game	$49.50	Jungle	$10.00	Ski-Hi	5.00
Buttons	20.00	Lightning	8.00	Swing	15.00
Bobs	10.00	Natural, free game	50.00	Splash	15.00
Cargo	10.00	Oscar	17.50	Side Kick, free game	49.50
Dux	8.00	Multi-Races, free game	55.00	Stop 'n Go, free game	57.50
Exhibit Baseball	18.00	Palm Springs	17.50	Turf Champs	20.50
Fiesta	17.50	Peachy	22.50	Trophy, free game	42.50
Genco Hit	17.00	Recorder, fr. game	10.00	World's Fair	15.00
Gay Time	10.00	Rocket	8.00		
Hi-Lo	15.00				

• NEW GAMES •

Chi. Coin TOPPER	$89.50	Chi. Coin OCEAN PARK	$94.50	Bally VARIETY	$94.50
Bally HEAD LINER	94.50	Stoner SNOOKS	94.50	Keeney UP AND UP	94.50

LONG BEACH COIN MACHINE EXCHANGE

1628 E. ANAHEIM — LONG BEACH, CALIF.

Long Beach

The vending machine charm business is still good according to the M. Brodie Company, leading importers of charms. June was a banner month for the firm and shipments were made to every state in the union in addition to Honolulu and South America.

Harry Evans, one of the largest Master machine operators in Southern California recently purchased a new Buick sedan for his service work. Who says the merchandise vending machine business is on the decline?

As a special service to vending machine operators the Brodie Company is now in a position to write protection for the small operator who desires insurance on his machines. Under the set-up the Brodie Company carries the master policy and can write fire, theft, transportation, public liability and products liability insurance at rates less than previously asked for coverage on theft alone. Brodie says he is not in the insurance business but has agreed to take care of the ops' insurance under his good will policy.

Things are humming at Long Beach Coin. Joe Richarme purchased a new building lot the first of the month and expects to build a new home in the near future.

Long Beach is about to lose one of its best representative vending machine operators. Glenn Anderson, who has operated for the past two years, has been offered a post as a mining engineer in Central America and will leave for his new post shortly. A graduate mining engineer Anderson has spent the greater part of his life in foreign countries in mining work. He came to Long Beach about two years ago looking for some business to get into that would not occupy all of his time. The "Devil" got him. One of the many promotional vending machine salesmen (the kind that get in every operator's hair) got him and sold him twenty machines at a price about five times more than their actual value with the assurance the machines would earn him enough to live in luxury.

Unlike the average person sold vending machines on misrepresentation Anderson saw the possibilities in the vending field and investigated further by calling on the legitimate jobbers and buying additional machines as locations were available.

In a territory that every operator says is over-crowded he built up a route of almost 200 machines vending every kind of bulk merchandise. We wish Anderson a lot of luck and will miss him in Long Beach. ◆

HOW GONE
BY FRED BRUMMITT
BAD NEWS-- WE RAN $50000 IN THE RED LAST MONTH
ONLY $50000? SMALL CHANGE DONT BOTHER ME--
WE'RE TAKING UP A COLLECTION TO BUILD A HOME FOR HOMELESS--
O.K. PUT ME DOWN FOR $1000
BUT
NO NUTS?
ROBBER
GIMME BACK MY PENNY
SWINDLER
OUT OF ORDER

Brodie Machine Undergoes Exhaustive Tests

LONG BEACH—The new Brodie all-electric cigarette machine is undergoing a tailoring at the hands of the best consulting engineers in Los Angeles and before another month rolls around will be in full production in a new factory just leased by the M. Brodie Company.

After having the machine on several test locations it was turned over to the engineers with instructions to "go the limit" in refining it and preparing it for the very best locations in the country. In a test made in Long Beach the machine averaged sales of 41 packs of cigarettes per hour for a period of six hours.

Paul Blair, "Steve" Brodie's associate in building the machine, has had many years of experience in the coin-operated machine field, not a few of them being spent in the cigarette machine division. Blair is well known to the operators on the Pacific slope and the suggestions of a good many of his old operator-friends have been worked into the machine.

Among the many visitors to the M. Brodie plant to inspect the new machine was G. B. Macke, of the G. B. Macke Corporation, Washington, D. C.'s largest cigarette machine operators. ◆

P. & M. Sales Opens Jobbing Offices

SAN FRANCISCO (RC)—P. & M. Sales, largest operators of cigarette vendors in Northern California, this month entered the jobbing field with the announcement by Richard Parina, owner, that they are ready to serve the industry with the most complete line of used cigarette machines to be found anywhere in the West. The company will also act as western distributor for the Ace Lock.

His decision to enter the jobbing business, explains Parina, was made only after repeated requests from Pacific Coast operators for used cigarette equipment. That there was a need for such an organization was apparent. E. E. Stafford was engaged as office manager and together they planned the line of attack. Each machine which would pass through their hands would be completely dismantled. The mechanical defects would be replaced with new parts and the entire machine put into perfect working order. The unit would be repainted and chromium trims replated or replaced. The cigarette vendor would then not only have the appearance of being new; it would perform like a new machine. So far they have carried out their plans with over one hundred machines. Operators who have purchased them are enthusiastic in their praise. Particularly advantageous they find is the guarantee which comes with the machines. Since the plant is local, all adjustments are quickly made. This, they find, is one of the joys of buying close to home.

Dick Parina is no novice at cigarette machines. He entered the operating game six years ago. Prior to that both he and Stafford were in the employ of the E. T. Mape Company. He organized his concern under the name of P. & M. Sales and shortly after that bought out the San Francisco Cigarette Vending Machine Co. Advance Automatic Sales (cigarette machines), the Paul Munkdale Company, and the Leftowitz Company. Today he operates 650 cigarette vending units in the San Francisco area and employs seven men who assist him in the operation. His plant at 156 Ninth Street is devoted almost entirely to the renovation of machines. The mechanical department is completely equipped for any type of repair work.

Parina works on the principle that satisfaction to the customer is the only premise on which his jobbing business is established. He enters this field with the hearty support and good wishes of his friends and THE COIN MACHINE REVIEW. ◆

• •

The teacher was asking the pupils problems in arithmetic. Little Willie's father was a saloonkeeper, so she said to him:

"Willie, if your father had a full barrel of rye whiskey and a half-barrel of bourbon whiskey, how much whiskey would he have for sale?"

Willie did some rapid calculating, and replied positively, "One hundred gallons."

"Why, Willie," exclaimed the teacher, "that isn't right!"

"I know," shrugged Willie, "but dad gets away with it."

• •

"How old are you, sonny?" demanded the inquisitive old man of the youngster on the beach.

"Six, sir," came the brisk reply.

"Six!" echoed the old man. "And yet you are not as tall as my umbrella."

The boy drew himself up to his full height. "How old is your umbrella?" he asked.

We Want 500 New Customers

Since our first ad in the REVIEW we have been privileged to serve a surprising number of operators from coast to coast. We want to widen our business friendship, we want an opportunity to acquaint ALL operators with our exceptional merchandise and therefore we are offering the following specials for 30 days only. Remember we prepay all merchandise and insure against damage en route. Give us a chance to please you as we have others.

PEPPER GRINDERS. Mahogany finished with nickel silver finish fittings. Just received from Peasant Village, France. Make ideal gift items, superbly boxed and gift wrapped.....ea. **$1.25**

BELGIUM GLASSES. crystal clear. 8 in set and each glass a different shade of coloring. Weighted bases. A real HE MAN item. Set of 8 12-oz. glasses.....**$3.50**
Same glasses in 10-oz. size.....**$2.75**

CHAMPAGNE BATH SET. Set consists of bottle of after bath cologne nested in copper bucket and packed around with bath ice. Looks exactly the same as champagne set-up. Complete in fancy gift box with cork screw to authenticate the get-up. Set.....**$1.65**

DRINK IF YOU CAN JUGS. Snappy item, hand made, painted and glazed and imported by us direct from Italy. Below top of pitcher open lacework prohibits pouring from the jug. Secret of how to drink from the jug included with each purchase. A very unusual item.....ea. **$1.85**

PHOTO ALBUMS, 7"x12" with hand carved wood covers and hand painted scenes burnt into wood by the mountain men and women of North Carolina. A special with us at.....**$1.25**

BUD VASES blown from neon tubing by a Bohemian Glass Blower in Hollywood.....ea. **25c**

DRINK SETS. 8 Libby protecto-edge glasses, sand blown with the words YOU, ME, HIS, HERS, MR., MRS., HE, SHE worked into the design. Makes keeping track of drinks easy. Eight of these full sized glasses in a white wire basket.....set **$2.50**

MEN'S HANDKERCHIEFS imported from Holland. Hand rolled hems. Large size. White only.....**6 for $1.00**

MAHOGANY TRAYS, with handles, 7"x12", liquor resisting and beautifully finished with rubber nubs.....ea. **89c**

CAMPBELL'S TIE RACKS, nationally advertised in Esquire. Holds 3 dozen ties, gift boxed.....ea. **$1.00**

SUBSCRIPTIONS TO ESQUIRE. Through special arrangement we are able to offer a full year to Esquire at a savings of 40%. This special offer expires on August 1st. Until then we will enter your subscription for a full year.....at **$3.00**

HAND MADE REVERSIBLE TIES, fully lined, we dare you to buy anything else after you've tried these ties. State color preference. Ship 'em back at our expense if we don't pick ties that will thrill you at our price of.....**6 for $3.40**

VIOLIN BOTTLES. Shaped exactly like a violin with glass strings, etc. 6 and 9 inches long in brackets for hanging. Great for ivy or flowers. Imported from France.....**59c and 79c**

THE LITTLE GIFT SHOP

1115 Venice Blvd. **Los Angeles, Calif.**

OWNED & OPERATED BY THE COIN MACHINE REVIEW

SEEBURGS

Greatest Resale Machine On The Market

Classics Vogues

NOW IN STOCK

MARBLEGLO and WALNUT FINISH

• **USED MACHINES — ALL MAKES** •

Wurlitzer No. 600's—$200.00

at Los Angeles Office

E. T. MAPE MUSIC CO.

284 Turk St.
San Francisco

1517 W. Pico Blvd.
Los Angeles

Phono. Ops. Ass'n of E. Penn. & N. J.

By Harry Bortnick

A long period of effort in building the Phonograph Operators' Association to its present strength and influence finds the membership fully rewarded with improved business conditions. The regular meetings have become business discussion periods at which the members advise one another on various trade problems.

Recognition for his fine work is due Frank Hammond, business manager of the Association. Phonograph Operators' Associations all over the country have been regularly contacting him for advice on organization affairs and best methods of constructing a powerful and beneficial group.

Continuing his fight to help all phonograph operators, Hammond has repeatedly stated his opposition to all distributors who sell machines direct to locations. "I feel that the operator, the man who invests his money in new equipment and makes a business of operating machines, should be protected by the distributors and the manufacturers," Hammond stated. "The location owner receives as much service and cooperation as it is possible for any business man to offer a customer. Would other business men allow their retail customers to go direct to the wholesaler or manufacturer and buy a suit or shirt or a pound of meat? They would oppose such action, and that is the attitude we are taking."

In recognition of the outstanding prominence of the local Association the Maryland Phonograph Operators' Association has requested permission to send a delegate to Philadelphia to spend time with the street men of the Association to see how the work is handled. They desire to obtain information on the methods utilized in making investigations, solicitations, etc.

Membership of the various affiliates of the local groups has been increasing during the past few weeks. New members in the Philadelphia Association are: Melody Music Co.; Joseph Mangone, Vineland, N. J.; Turcol & Sons, Wilmington, Delaware; Albert Cook, Fred Bantel, Siegal & Son, William Appel. New members who have joined the Association as a result of the agreement with the Coin Machine Operators' Association of Philadelphia are Jules Wenger and Sam Snyderman.

New members of the Harrisburg branch are George S. Everson, Allentown; Harry B. Fisher, Hokendackua; Archie Federman, Allentown; David Joyce, Hanover; Carl Friese, Mifflintown; G. Wilson Riffert; Jack Gumph, Easton and Leo Pondo, Hellertown.

Newest recruits to the banners of the Wilkes-Barre branch are: William & Polt, Honesdale; Victoria Sitko, Lackawanna Trails, and Oscar J. Strauss, Lehigh. ◆

VOCALION
Tops Your "Must" List!

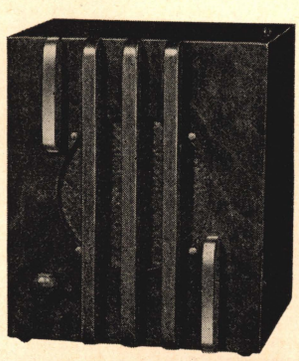
Benny Goodman
(Victor)

Is it true what they say about Benny Goodman? Well, apparently it is, for both critics and general public alike acclaim him "King of Swing." In fact he is generally considered the chief single influence in the sudden revival of interest in swing music. His records are best sellers for Victor, his radio program is among the finest on the air, and the Goodman band has broken records wherever it has played. When asked if he played legitimate music for recreation or for technique, Benny replied, "Legitimate music is the nearest thing to swing music; that's why I like to play it." While Goodman plays choruses that probably no other musician could imitate, the main content of his work is simple. Despite this simplicity, no one has been successfully able to fully copy his style.

• •

Plumber (who had been unavoidably delayed en route)—"Well, how is the leak?"

Man of the House—"Not so bad now. While we waited I taught my wife to swim."



EXTENSION SPEAKERS

Every location can use one or more of these speakers. Your big season is just ahead of you. Cash in now. Increase your profits.

SAVE 50% on These Speakers

ONLY $6.95 each

Size 10"x12"

10-Day Money Back Trial

FEATURES

Modernistic Design
Walnut Finish
Latest SP Unit, permanent magnet type
Volume Control
Simple to Install
Only 2 Wires from Phonograph
Works on ALL MAKES and MODELS

SEND NO MONEY

Order your sample speaker at once. We will ship parcel post C.O.D. You must be satisfied. Send for literature.

L. H. VAUGHAN CO. **CHICAGO**
3515 Lincoln Ave. **ILL.**

Get in the Money with Music's Big Money-makers

HAL KEMP AND ORCHESTRA
Victor 26278—Love For Sale
Paradise

SAMMY KAYE AND ORCHESTRA
Victor 26279—Moon Love
Shave And A Haircut—Shampoo

ARTIE SHAW AND ORCHESTRA
Bluebird 10307—I Poured My Heart Into A Song
When Winter Comes

OZZIE NELSON AND ORCHESTRA
Bluebird 10311—White Sails
You And Your Love

RCA

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

MUSIC

Chick Webb Passes At The Age Of 30

With the death of Chick Webb, nationally known Negro drummer and band leader, June 16, the nation lost one of its finest recording artists.

Featured for several years on Decca records, Webb was considered by phonograph operators one of the greatest drawing powers of automatic music. He was often called "the boon of music operators."

With the help of Ella Fitzgerald, his vocalist and author of A-Tisket A-Tasket, he popularized that piece and started a cycle of swinging nursery rhymes that are still growing in popularity. Webb's inimitable rhythm on the drums made his presence known wherever he played.

He died in the Johns Hopkins Hospital, in Baltimore, where he had undergone a urological operation. Only 30, he had reached the pinnacle of success in the music world and will long be remembered as one of the finest swing musicians of his time. ◆

Music Sealed for 6,000 Years

OGLETHORPE, Ga. — On some distant day, 6,000 years from now—if plans work accordingly—the inhabitants of the earth will have the pleasure of listening to "Begin the Beguine" or "Jungle Drums," played to the rhythmical music of Artie Shaw's swing band. Or, perhaps, the more classical minded can listen to Hayden's Symphony Number 13, in G. Major.

It will all be possible if some inquisitive citizen in 7939 A.D. finds the Crypt of Civilization recently prepared at Oglethorpe University. The music was sealed, with many other treasures of modern day civilization, by Dr. Thornwall Jacobs, president of the University, in the huge underground vault.

With the thought of perpetuating for future generations the many scientific wonders of the modern age, Oglethorpe University has stored thousands of items characteristic of twentieth century civilization in the century-proof crypt. Symphony, swing and dance tunes are all there. Arturo Toscanini, Artie Shaw and Richard Himber made the recordings to supplement a complete history of music since the colonization of America.

RCA-Victor presented a record-player to the University so that future earthlings may "get in the groove" with Artie Shaw at the first opportunity. In carefully packed, vacuum-tight containers are Toscanini's interpretation of Hayden's Symphony Number 13, in G. Major; Richard Himber's "Monday in Manhattan," "Dancing With My Shadow" and "Just One of Those Things"; and Artie Shaw's swing version of "Begin the Beguine," "Deep Purple," "Nightmare" and "Jungle Drums." ◆

• •

Goolsby—"Did any one in your family ever make a brilliant marriage?"

Harefoot—"Only my wife."

Paid Vacations for Factory Employees

CHICAGO (RC)—Leading manufacturers of the coin machine industry started the "vacation trend" rolling this month with the announcements that "vacation with pay" would be given to all full-time employees.

Carl E. Johnson, vice-president and manager of the North Tonawanda Division of the Rudolph Wurlitzer Company, stated early in July, "The company is again giving a full week's vacation with pay to all those hourly rated employees who have worked a total of six months or more during the fiscal year ending June 30, 1939.

"During the vacation period, starting Friday night, August 4, all factory departments will be closed, to re-open Monday morning, August 14."

The Mills Novelty Company also announced vacation with pay for all factory employees. Herb Mills stated, "Here is an announcement of special interest to all factory people who have worked for Mills for at least one year up to July 1. This year any person with a record of one year's service or longer will be given one week's vacation with pay." ◆

Sam Kressberg, of East Coast Phonograph Distributors, paused to place an affectionate pat on his pride and joy, the new Seeburgs. Phono. business is good in the East and Sam is humping to keep up with operator demands.

• •

"I'll bet you wouldn't kiss me if my mother were here."

"Gad. Is she that beautiful?"

Court Holds Phono Picketing O. K.

NEW YORK (RC)—A decision of far-reaching importance was recently rendered by the Appellate Part of the Court of Special Sessions. The decision will lead to greater efforts on the part of the International Brotherhood of Electrical Workers, Local No. 786, to organize the entire electrical phonograph industry.

The case resulted from picketing by the Electrical Union of John's Bar & Grill at 258 West 41st Street, Manhattan, where one Ernest Garey, a phonograph operator, had a phonograph installed.

Garey, by his attorneys, arrested Rex Gilbert, the union picket. Garey contended that since he conducted his own business and does his own work and employs no labor, he need not belong to any Union and is outside the union's jurisdiction. Garey's attorneys contended that the picketing was unlawful. The union produced proof that Garey "jumped the location" and installed a machine in the bar and grill in which there formerly was another phonograph serviced by members of the union.

In the Lower Court the picket was convicted of disorderly conduct, the Court holding, in effect, that the picketing, under these circumstances, was unlawful. The union took an immediate appeal from this decision to the higher court. Chief Justice William R. Bayes wrote the opinion which follows:

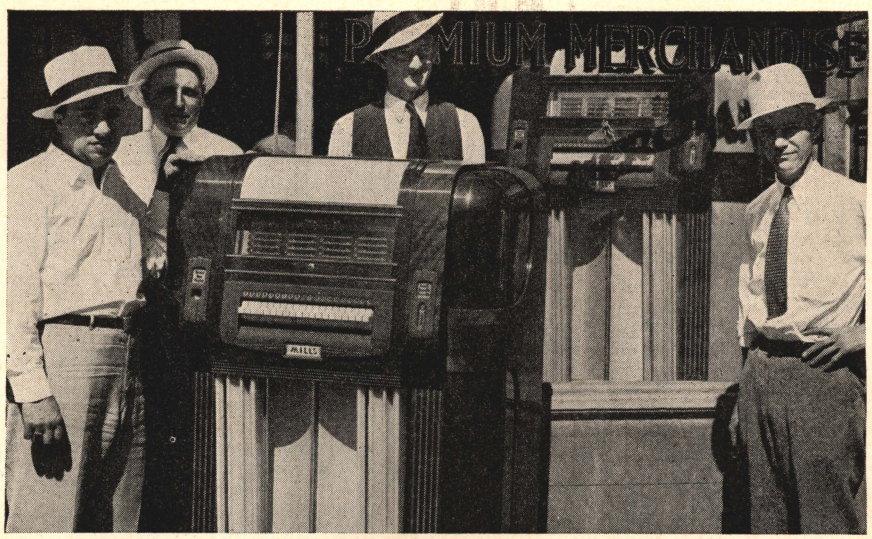
"From the record, it appears that the complaining witness who was President and owned all the stock of the Garey Automatic Amusement Company, Inc. had installed an electrically operated coin phonograph at the above mentioned bar and grill which is kept in order and serviced by the complaining witness personally; that at the time the complaining witness put in his phonograph there was already installed a similar instrument by the Regal Music Company which was serviced by men holding membership in Local 786 of the International Brotherhood of Electrical Workers affiliated with the American Federation of Labor. This change brought about the discontinuance of the services of the union members which was followed by picketing in front of the bar and grill. The picketing by the defendant was unquestionably peaceful. The People complain that the sign carried by defendant was misleading. The sign read: 'Please Do Not Patronize Bar and Grill. It is Unfair to the Members of Local 786 International Brotherhood of Electrical Workers, Affiliated with American Federation of Labor'.

"In view of the installation of the complaining witness's phonograph to replace the one serviced by members of Local 786, it cannot be said that the sign is either false or misleading. We cannot shut our eyes to the fact that the complaining witness is the person who installed the phonograph which was referred to in the sign." ◆

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!



Corn Means Prosperity for Nebraska Ops.

OMAHA (RC)—"Stranded once but not forever," was the expression one coin machine distributor used when the heavy rains hit Nebraska early in June.

Tony Mangano, president of the Howard Sales Company, has taken that literally and so well pleased was he that he took on the distribution of the Mills phonograph for Nebraska the next day after the rain. Said Mangano, "Nebraska depends on wheat and corn for her money and the June rains doubled our prospects for good crops. When Nebraska has good crops everybody has money to spend and when there is plenty of spending money some of it goes for pleasures, including coin machines."

The Howard Sales Company requires six people to care for the business. The photograph shows four, one machanic and the bookkeeper being absent when picture was taken. Left to right: Tony Mangano, president; Carl Sievers, salesman; Jerry Callahan, service, and Merl Doughty, service. Phono was snapped in front of Howard Sales.

Mangano first entered the coin machine business as a serviceman for another operator, then went into the operating business, and now has entered the distributing field. ◆

Operator of the Month

Jim Alle
Bought His
250th Seeburg
from Jean Minthorne
early in July.

One of the largest phonograph operators in Los Angeles, and an exclusive Seeburg buyer, Jim Alle is one of the most successful operators in California. He is completely sold on the new MARBL-GLO CLASSICS and VOGUES, and the weekly intake on his 20-record Seeburgs is something to marvel at.

Jim Alle says:
"Buy Seeburgs and stay on top."

E. T. MAPE MUSIC CO.
JEAN MINTHORNE—*Branch Manager*
1517 W. Pico Blvd. Los Angeles
(Watch for August's "Operator of the Month.")

PHONO COLLECTION BOOKS
SPECIAL—50c doz.
RELIABLE VENDING CO.
452 W. Venice Blvd. Los Angeles

Music Operators' Association Inc. of Houston

President—F. S. CLANCY; Vice-President—SAM AYO; Treasurer—LESTER HEAeRN; Secretary—W. A. NIEMACKL, 518 Anita Street, Houston, Texas.

By JOHN G. WRIGHT

A brief but active business meeting was held by the Music Operators' Association of Houston on the evening of June 15th.

W. A. Niemackl was recalled as Executive Secretary of the organization.

The Board of Directors recommended that the initiation fee be reduced from $250.00 to $25.00. The recommendation was approved. It was brought out that the Association does not want to discourage new operators who might start out with only a few machines.

Two new operators, E. L. Rusk and J. Stanley, were accepted as members and the membership of two prominent operating firms was suspended. Suspension was recommended by the Grievance Committee on grounds of violating the Code of Ethics and indulging in practices held detrimental to the phonograph operating industry.

In conclusion operators Parano, Hearn, Kelley, and Peacock made timely remarks for the good of the organization. The meeting opened at nine and adjourned shortly before ten o'clock. ◆

Decca Transfers Business Office to L. A.

LOS ANGELES—The Decca Distributing Corporation announced the transfer of their Pacific Coast headquarters from San Francisco to their local branch, early in June. This change affects L. C. Gilman, Pacific Coast Manager, and R. C. Furlong, credit manager.

Gilman requests "that correspondence, remittances and matters of bookkeeping, policy and administration be addressed to 108 East 17th Street, Los Angeles, California."

The San Francisco branch will continue to function much as it has in the past, Gilman states, and will maintain all regular service facilities. Frank Allen, formerly the manager of Decca's Seattle branch, will be in charge of that office.

The Seattle branch will now be directed by W. M. Clark, who brings with him a background of competent experience in the record business. ◆

Maraniss Joins Columbia

BRIDGEPORT, Conn.—H. S. Maraniss has joined the staff of the Columbia Recording Corporation and will act as assistant to the president, Edward Wallerstein, president of the organization, announced recently.

Maraniss comes from the RCA Manufacturing Company. He is acquainted with the problems of distribution, merchandising, advertising and sales promotion. He has worked in the record business from coast to coast and has a wide acquaintance with distributors, dealers, operators and sales people. ◆

BRUNSWICK
Every Artist an ARTIST!

RICHEST AND RAREST OF PHONOGRAPHS

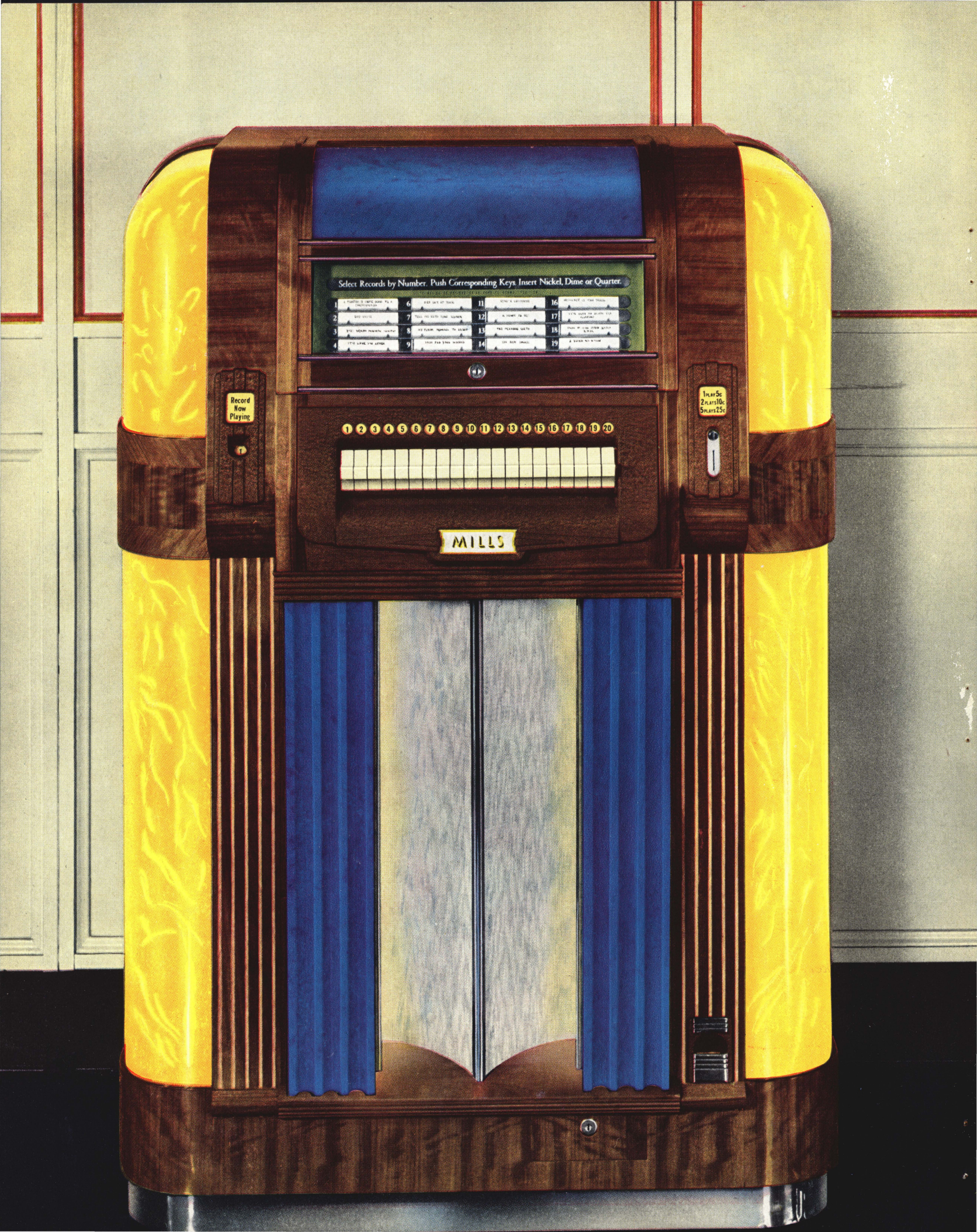
Breath-taking in its beauty, in the essential difference of its design, performance, and musical superiority, it establishes a new era for coin operated music. Don't invest in any instrument before visiting the new Throne of Music.

A phonograph is only as worth while AS THE MUSIC IT RENDERS. The standard used in judging it must finally be: HOW GOOD IS ITS TONE? Tone has been pushed in the shadow—on many a phonograph—by too much emphasis being laid on operating features and selling arguments.

The Mills Throne of Music has features aplenty, all that any operator was ever given by any phonograph and many more besides. But still ITS GREATEST FEATURE IS ITS TONE, the priceless quality which allows it to set up and rule over a vast new musical empire.

Select Records by Number. Push Corresponding Keys. Insert Nickel, Dime or Quarter.
Record Now Playing
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
MILLS

Select Records by Number. Push Corresponding Keys. Insert Nickel, Dime or Quarter.
Record Now Playing
1 Play 5c
2 Plays 10c
5 Plays 25c
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
MILLS


Select Records by Number. Push Corresponding Keys. Insert Nickel, Dime or Quarter.
Record Now Playing
1 PLAY 5c
2 PLAYS 10c
5 PLAYS 25c
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
MILLS

Most phonographs were originally built to handle 12 records; then as time went by, additional record accommodation was added without changing the basic design of the machine. The shaft of the turntable became too long, CREATING UNSTEADINESS, and as a result the phonograph needle scarcely ever "rode" the record groove in perfect balance. Since that groove is the source of all sound, THE UNSTEADY TURNTABLE TOOK ITS TOLL IN INFERIOR TONE.

The Mills Throne of Music was designed, not for 12 records, but for 20. Yet, its exclusive design so controls the performance that it plays each record *as if it were made to play only a single record!*

The turntable motor is stationary! The turntable operates with FOUR POUNDS weight and so evenly distributed, so perfectly balanced, that the NEEDLE RIDES THE GROOVE OF THE RECORD with true micrometric accuracy.

Throne of Music music is realistic at any volume, because if there is nothing to exaggerate, no exaggeration can occur! Where other renditions under change of volume appear ragged and falsified, Throne of Music music never sacrifices highs or lows; rich in a wealth of natural lows, it always maintains any voice at natural pitch. Change in volume simply means a change in the quantity of its music, never a change in its rich, distinctive quality.

Pick-Up Rigid but Light. Though our pick-up is rigid, it still puts very little weight on the record; saves wear on the record and the needle.

Speaker. Ours is a 15-inch massive speaker, integrally mounted in the cabinet. Our front door is not movable, and hence there is no chance of the speaker connections being damaged or getting out of adjustment when operator is making his collections.

Amplifying System. In the new Throne of Music Phonograph we have installed an elaborate amplifying system, just about twice as expensive as found on the ordinary instrument, and we have built this particular phonograph for volume output, capable of delivering any volume, great or small, but always in perfect tone and quality.

Dual Tone Control. Every location has certain physical peculiarities. Drapes, rugs, furniture, crowds call for a different treatment of acoustics. Our Dual Tone Control allows you to turn up for highs or down for lows to suit any special need.

Mechanism. Our mechanism is of extra heavy construction, solid, substantial. Large single frame, massive base, built to support a 20-record mechanism. All metal gears, none are fibre. Oilless bearings on important sliding parts—never have to be oiled. Single worm and gear drive—no clutch.

Turntable motor mounted solid — no governor. Flywheel turntable for constant speed. Holds speed 78 R.P.M. from 90 volts to 130 volts; speed being given not by voltage but by cycles. Record securely locked on the magazine — can't slip out. Rapid record change.

Selector. The Throne of Music presents the first practical selector ever installed on a phonograph, piano keyboard style, with keys wide enough for any finger, and strong enough to take any punishment. Our selector is entirely mechanical, and selection can be made and changed up until the time the record leaves the magazine. If keys are pushed at any time thereafter, no jam-up can happen—some record is always sure to play, even if player deliberately tries to bawl up the machine. Record now playing is prominently identified. Any selection can be instantly cancelled. Record counter registers to 70.

★ Sold Only to Operators—MILLS NOVELTY COMPANY

COIN DEVICE

The famous Mills slug-proof coin device, which has appeared on tens of thousands of eminently successful machines, operating under conditions where slugging was most likely to occur, has always turned in a performance of 99% PLUS. This famous slug-proof device has been re-designed for Mills Throne of Music, now having a SINGLE SLOT which accepts either a nickel, dime, or quarter, up to a total of 20 plays. Separate runway for each coin, and three positive trip switches. Special scavenger allows merchant to clear the slot in case player deliberately jams it.

This FIRST and Original single slot coin device increases cash intake about 33⅓%, due to its visibility, convenience, and salesmanship. It's ready to accept any amount of change when the player digs into his pocket!

Cabinet. An imperial throne for the Throne of Music! It is designed not as a music box, like other phonographs, but as a high class musical instrument, sweet, attractive, and beautiful from any angle, full of curves; sparkling with grace, strength, and compactness. All features are at correct level; science and engineering have combined to allow player to play and operator to operate machine with greatest ease.

The Throne of Music cabinet is a creation of beautifully figured Oriental wood accented with Tiger wood inlay and composed almost as much of blazing Catalin as of wood itself! Catalin corner caps of huge area, beautiful dome and side pilasters of Catalin, also Catalin grille pilaster. Combination color schemes are red and white, green and white, or yellow and blue. Illumination is mainly by use of Mazda lamps, correctly placed to give maximum of light, inexpensive and easily replaceable.

Illumination is beyond your imagination; wait till you have seen this enchanting instrument! Record now playing is spotlighted, as is also the single coin slot, and the marvelously efficient program and selector. Program is tilted at correct angle for visibility, and mistakes in selection are almost impossible.

Silver threaded grille cloth is mounted on a V-shaped perforated steel plate, forming a beautiful grille that is as strong as it is attractive. This silver cloth reflects the light with brilliant intensity. The whole cabinet is generously trimmed with chrome, throwing off moving reflections whether lights are turned off or on.

Cash box is placed at lower front of the instrument, the greatest convenience ever put on a phonograph for the operator. Collection can be made without opening back door or disturbing grille and speaker assembly. All service is from front of the cabinet. Cabinet is 56 in. high by 37 in. wide by 24 in. deep. Weight, 350 pounds.

A Roughhouse Beauty

A Throne That Can't Be Shaken

The beautiful Throne of Music was not made for beauty only but for strength, solidity, permanent service. We have instituted a series of "roughhouse tests" which we invite you to try on any other phonograph. On any kind of rough handling, the Throne of Music just smiles and comes back for more. It has played hundreds of thousands of times without a slip-up; it has withstood the critical inspection and heavy-handed battering of skeptical operators and its beauty of appearance, strength of construction, and perfection of tone remain intact. It has been shipped tens of thousands of miles in freight cars, trucks, and plain passenger automobiles, and then dumped on the floor and instantly played the sweetest music you have ever heard. The big meaning of its ability to take the roughhouse is the years of uninterrupted service it delivers to you, strength and service that flow out of Mills engineering, tool and die making, and fifty years of manufacturing coin operated products of superb quality.

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO

AP-136 Printed in U.S.A.

Sell Music Intelligently

This Operator Increased His Gross From 74 Machines 40% Within One Year Without Added Expense

By ROBERT LATIMER

"I need more locations where my phonographs get a bigger play and people have a few more nickels to spend." Such is the complaint of many phonograph operators who have seen route profits dwindle because of competition, loss of interest on the part of the public, or a general slack in business conditions.

Operator Louis Pollard, who runs a string of seventy-four phonographs in Missouri, said the same thing a few months ago and then he went out and found what could be done about it. His conclusions were definite: "It isn't the lack of locations which hampers operators in metropolitan areas," he states, "rather it is a case of failure, on the part of the operator, to realize the maximum income possible from his route."

Merchandising music has been the solution to Pollard's problem. During 1938 he increased his total gross from seventy-four machines a full 40 per cent without spending extra money for new equipment, repairs or commissions.

Pollard wasn't content with slipping revenue in the spring of 1938. He realized something had to be done and, instead of complaining, or leaving the blame to rest upon old machines, he went out and did something about it.

His first step, and one which gave immediate results, was to check the mechanical condition of each machine carefully. Going over the entire location-string, Pollard tested each for mechanical imperfections and for sound. He then attempted to place the machines in a position that allowed the music to be heard perfectly from any point in the room.

Of course, the Missouri operator didn't qualify as a euphonics expert, but he could and did borrow a book on sound, and used the tables he found to place the machines at a better advantage from the standpoint of sound and visibility.

From these tests an amazing fact was discovered. Out of seventy-four locations tested, sixty-two machines were found to be located in poor spots in the rooms in which they were being used. Pollard often found that if the machine could be moved to the side of the building the spread of tone was almost doubled, the bass notes were reproduced to advantage and the phonograph was generally improved.

In four days Pollard moved every machine which did not test perfectly and made an agreement with all proprietors concerned that the machine was to be left where he put it unless commissions fell off sharply. The results of these experiments showed improvements at once.

The second step was a simple one yet one that brought immediate returns. Pollard pasted a small card on the glass of each phonograph with the message, "Write your favorite songs on this card. We will be glad to see that they are placed in the phonograph at once."

Like most operators Pollard felt that his own choice of records, backed up by figures and releases from music houses and trade publications, was good. But the cards at once proved that he had "missed fire" at a number of locations. It was found that even top-quality swing such as the "Beer Barrel Polka" was a favorite in some spots but had absolutely no appeal in others. Information on the cards revealed a startling variety of tastes. At one location waltzes, which Pollard had considered poor money-makers, were in demand; while hill-billy music was desirable in others. Many tips on songs desired were given, proving that the idea was a good one.

In making up the record selections for a weekly change, Pollard adopted the policy of taking the full list of pieces on the cards plus a few popular records of his own choice, and used the combination on all of his phonographs. This brought immediate results at every location and allowed Pollard to place in use several records which he had previously written off as "dead". These cards are now a permanent feature of all machines on Pollard's route.

The third step was a campaign to sell the location owner on the idea of giving the phonograph a little more of his time. Pollard made a determined effort to prove to the owner that the phonograph was a definite asset to his trade and should be sold just as beer, food or other mechandise. The plan suggested for the promotion of phonographs was simple.

Pollard proposed that on nights when the locations were generally busy the waitresses would ask customers for the name of their favorite piece. If it was on the phonograph they would ask, "May I play it for you?" The five cent charge would be added to the customer's check. It was found after a bit of experimenting that a suggestion of this type "started the ball rolling" and greatly increased the play of the machine.

Pollard's last move to increase business helped to put his few idle machines on location. He rented phonographs to schools, fraternities, clubs and other groups who used the machines for dances and entertainments. A flat rate of $6 was charged for a small party and $10 for a large group, including delivery. A change of records could be had for $1 additional.

By using a small counter model with a single amplifier, he cut delivery cost in half and made it possible to set up a machine anywhere. Penny postcards advertising this service were sent to 600 potential customers and many replies were received.

In five months' time Pollard had increased his route gross 40 per cent without adding a single location. He feels that any operator can do the same. As for himself he knows that there are always ways of improving routes and he is still looking for "new" ideas. ◆

BRUNSWICK
Every Artist an ARTIST!

American Record Changes Name

BRIDGEPORT, Conn. — The American Record Corporation will in the future be known as the Columbia Recording Corporation, according to an announcement made early in June by President Edward Wallerstein.

The change is one of name alone, Wallerstein states, and is being done in order to identify the organization more closely with its parent company, the Columbia Broadcasting System, which recently purchased the record company.

Executive sales and advertising offices have been moved from New York to new enlarged quarters at the company's factory in Bridgeport, Connecticut. The factory has been modernized and renovated and the company expects to increase the output of Columbia, Brunswick and Vocalion Records. Officials claim that it is the largest and finest plant in the country devoted exclusively to the manufacture of records. ◆

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

DENVER, COLO.
Hendrie and Bolthoff Mfg. & Sup. Co. 1635 17th St.

MILWAUKEE, WIS.
Taylor Electric Company
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

OMAHA, NEBR.
SIDLES CO. Music Mdse. Dept.
502 South 19th St.
Victor and Bluebird Records

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

Record Score Sheet

BLUEBIRD

4☆ 10315 Freddy Martin
LET'S MAKE MEMORIES TONIGHT (FT VC)
A BOY NAMED LEM (FT VC)

1☆ 10316 Ziggy Elman
YOU'RE MINE, YOU (FT)
ZAGGIN' WITH ZIG (FT)

3☆ 10317 Glenn Miller
GUESS I'LL GO BACK HOME (FT VC)
SLIP HORN JIVE (FT)

2☆ 10318 Vincent Lopez
THERE'S A SMALL HOTEL (FT)
I'M FOREVER BLOWING BUBBLES (FT)

4☆ 10319 Artie Shaw
ALL I REMEMBER IS YOU (FT VC)
OCTOROON (FT)

4☆ 10321 Abe Lyman
WELL ALL RIGHT! (FT VC)
THE LAST TRIP ON THE OLD SHIP (FT VC)

4☆ 10322 "Fats" Waller
THERE'LL BE SOME CHANGES MADE (FT VC)
BLUE BECAUSE OF YOU (FT VC)

3☆ 10323 Mart Kenney
BLUE TAHITIAN MOONLIGHT (FT VC)
SAM (FT VC)

4☆ 10307 Artie Shaw
I POURED MY HEART INTO A SONG (FT VC)
WHEN WINTER COMES (FT VC)

5☆ 10308 Shep Fields
I DREAM OF JEANIE WITH THE LIGHT BROWN HAIR (FT VC)
BUFFOON (FT)

4☆ 10309 Glenn Miller
RENDEZVOUS TIME IN PAREE (FT VC)
WE CAN LIVE ON LOVE (FT VC)

5☆ 10310 "The Smoothies"
AIN'T SHE SWEET (V)
STEAMBOAT BILL (V)

3☆ 10311 Ozzie Nelson
WHITE SAILS (FT VC)
YOU AND YOUR LOVE (FT VC)

4☆ 10312 Vincent Lopez
MY LOVE FOR YOU (FT VC)
ESPECIALLY FOR YOU (FT VC)

• KEY TO RATING •

★★★★★ **EXTRA GOOD. Ideal for phonograph operations. Don't fail to get it. Outstanding number.**

★★★★ **VERY GOOD. Has universal appeal. Recommended for any type location.**

★★★ **GOOD. Returns, in most cases, will vary according to type of location and patronage. Not unusual.**

★★ **FAIR. Typed to a measure, i. e., may prove profitable in certain locations.**

★ **WEAK SISTER. Not strong enough to pay own freight. Short lived number.**

ABBREVIATIONS: FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; OT—Old Time; R—Race; HB—Hillbilly.

4☆ 10313 Van Alexander
AY-AY-AY (FT VC)
MARY LOU (FT)

2☆ 10314 Les Brown
PERISPHERE SHUFFLE (FT)
TRYLON STOMP (FT)

3☆ 10298 Ozzie Nelson
IS IT POSSIBLE? (FT VC)
SOUTH AMERICAN WAY (FT VC)

3☆ 10299 Glenn Miller
I'M SORRY FOR MYSELF (FT VC)
BACK TO BACK (FT VC)

4☆ 10300 Vincent Lopez
IGLOO (FT VC)
CONCERT IN THE PARK (FT VC)

2☆ 10301 Van Alexander
BEGONE (FT VC)
YOU ARE MY DREAM (FT VC)

4☆ 10302 Dorothy Lamour
THE LAMP IS LOW (V)
THE MAN I LOVE (V)

2☆ 10303 Glenn Miller
CINDERELLA (FT VC)
MOON LOVE (FT VC)

4☆ 10304 Shep Fields
HOT PRETZELS (FT VC)
STAND BY FOR FURTHER ANNOUNCEMENTS (FT VC)

3☆ 10305 Billy Bunch
THREE LITTLE MAIDS (FT VC)
THE FLOWERS THAT BLOOM IN THE SPRING (FT VC)

5☆ 10295 "The Smoothies"
CHEW, CHEW, CHEW (V)
BREEZIN' ALONG WITH THE BREEZE (V)

DECCA

5☆ 2535 Bing Crosby
I SURRENDER DEAR (V)
IT MUST BE TRUE (V)

4☆ 2536 Jimmy Dorsey
THIS IS NO DREAM (FT VC)
ROMANCE (FT)

3☆ 2537 Bob Crosby
WHEN THE RED, RED ROBIN (FT)
THEM THERE EYES (FT)

3☆ 2538 Louis Armstrong
SAVOY BLUES (FT)
ME AND BROTHER BILL (FT VC)

2☆ 2539 Woody Herman
THE SHEIK OF ARABY (FT)
PALEFACE (FT)

5☆ 2540 Jan Savitt
THAT'S A PLENTY (FT)
WHEN BUDDHA SMILES (FT)

4☆ 2541 Dick Robertson
MAYBE (FT VC)
AIN'T CHA COMIN' OUT (W VC)

3☆ 5698 Jimmie Davis
DOWN AT THE END OF MEMORY LANE (OT)
SOME MUST WIN—SOME LOSE (OT)

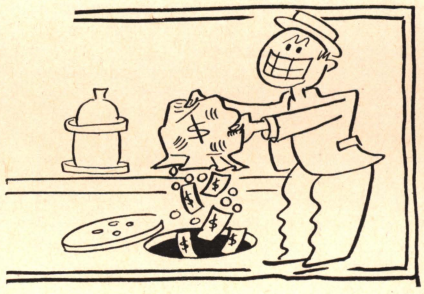
4☆ 2520 Guy Lombardo
CINDERELLA STAY IN MY ARMS (FT VC)
ADDRESS UNKNOWN (FT VC)

4☆ 2521 Guy Lombardo
CONCERT IN THE PARK (FT VC)
A BLUES SERENADE (FT)

4☆ 2522 Jimmy Dorsey
MY LOVE FOR YOU (FT VC)
A HOME IN THE CLOUDS (FT VC)

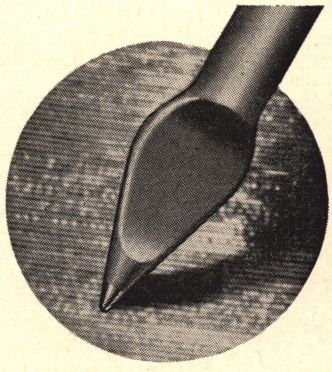
3☆ 2523 Jimmy Dorsey
ALL I REMEMBER IS YOU (FT VC)
SHOW YOUR LINEN, MISS RICHARDSON (FT VC)

"BUYING IMITATIONS LIKE THROWING MONEY IN THE SEWER"



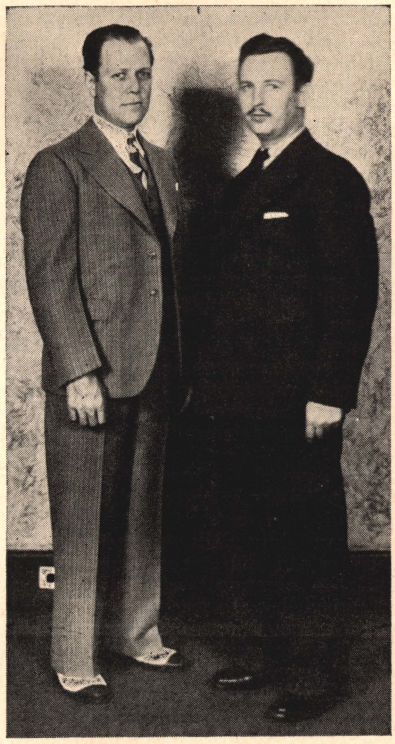
Thos. Murphy, Brawley, California, operator says: "I've tried several imitations of PERMO POINT NEEDLES and purchasing those imitations is just like throwing your money in the sewer!"

PERMO POINT
2000 PLAY
PHONOGRAPH NEEDLE
(With the Patented Elliptical Point)



The ONLY Needle used and recommended for the past 10 years by EVERY manufacturer—the ONLY Needle with the Patented Elliptical Point making it 2 points in 1—The ONLY Needle for EVERY phonograph operator!

PERMO PRODUCTS CORPORATION
MANUFACTURING METALLURGISTS
6415 RAVENSWOOD AVE. :: CHICAGO



An International Music Plot might be hatched by these two . . . left, M. G. Hammergren, salesmanager of Wurlitzer, and, right, Laurent Landermann, of the RCA Victor Company in Canada, Wurlitzer distributors in the Dominion.

4☆ 2524 Henry Busse
OH BY JINGO! (FT VC)
OH JOHNNY, OH JOHNNY OH! (FT VC)
1☆ 2525 Bert Shefter
MONKEY ON A STRING (FT)
TRAMMIN' AT THE FAIR (FT)
1☆ 2526 Al Cooper
JUMPIN' AT THE SAVOY (FT VC)
WE'D RATHER JUMP THAN SWING (FT VC)
3☆ 2527 Jolly Jack Robel
EARBENDER POLKA
AT THE OUTING
3☆ 2528 Harry Owens
CALLING ALL LOVERS (FT VC)
HULA BLUES (FT)
2☆ 2529 Jack Sneed
JAMAICA MAMA (V)
SISSY IN THE BARN (V)
3☆ 2505 Paul Whiteman
THE SHOEMAKER'S HOLIDAY (FT)
THE JUNE BUGS DANCE (FT)
2☆ 2506 The Merry Macs
IGLOO (V)
I'M FOREVER BLOWING BUBBLES (V)
3☆ 2507 The Ink Spots
IT'S FUNNY TO EVERYONE BUT ME (V)
JUST FOR A THRILL (V)
4☆ 2509 Henry Busse
THAT'S RIGHT—I'M WRONG (FT VC)
ROLLER SKATING ON A RAINBOW (FT VC)
4☆ 2510 Andy Kirk
S'POSIN' (FT VC)
I'LL NEVER LEARN (FT VC)
5☆ 2511 Freddie "Schnickelfritz" Fisher
HORSEY KEEP YOUR TAIL UP (VN)
MY PONY BOY (V)
4☆ 2512 Ambrose
O. K. FOR SOUND (FT VC)
FREE (FT VC)
3☆ 2513 Ambrose
I HEARD A SONG IN A TAXI (FT VC)
THERE'S A NEW WORLD (FT VC)
5☆ 2494 Bing Crosby
EL RANCHO GRANDE (V)
IDA SWEET AS APPLE CIDER (V)

VICTOR

5☆ 26278 Hal Kemp
LOVE FOR SALE (FT VC)
PARADISE (FT VC)
4☆ 26283 Larry Clinton
IN A PERSIAN MARKET (FT)
POOR LITTLE RICH GIRL (FT)
4☆ 26284 Gray Gordon
THE LAST TRIP ON THE OLD SHIP (FT VC)
THAT'S RIGHT—I'M WRONG (FT VC)
2☆ 26285 Sammy Kaye
I CAN'T AFFORD TO DREAM (FT VC)
LET'S MAKE MEMORIES TONIGHT (FT VC)
2☆ 26286 Jean Sablon
IS IT POSSIBLE? (V)
SOUTH AMERICAN WAY (V)
4☆ 26287 Tommy Dorsey
YOU DON'T KNOW HOW MUCH YOU CAN SUFFER (FT VC)
OH YOU CRAZY MOON (FT VC)
3☆ 26277 Larry Clinton
COMES LOVE (FT VC)
A BOY NAMED LEM (FT VC)
3☆ 26279 Sammy Kaye
MOON LOVE (FT VC)
SHAVE AND A HAIRCUT—SHAMPOO (FT VC)
5☆ 26280 Kenny Baker
STAIRWAY TO THE STARS (V)
WHITE SAILS (V)
4☆ 26281 Tommy Dorsey
WELL ALL RIGHT! (FT VC)
ALL I REMEMBER IS YOU (FT VC)

4☆ 26282 Gray Gordon
AN OLD FASHIONED TUNE ALWAYS IS NEW (FT VC)
THE SONG OF THE METRONOME (FT VC)
3☆ 26269 Jean Sablon
RENDEZVOUS TIME IN PAREE (V)
WE CAN LIVE ON LOVE (V)
4☆ 26270 Gray Gordon
CINDERELLA (W VC)
YOU ARE MY DREAM (FT VC)
3☆ 26271 Tommy Dorsey
I POURED MY HEART INTO A SONG (FT VC)
BACK TO BACK (FT VC)
5☆ 26272 Hal Kemp
I'M SORRY FOR MYSELF (FT VC)
WHEN WINTER COMES (FT VC)
4☆ 26273 Sammy Kaye
WE CAN LIVE ON LOVE (FT VC)
SOUTH AMERICAN WAY (FT VC)

• •

"I want something nice in oil for a dining room."

"Yes, madam, a landscape or a can of sardines?"

Paul Whiteman
(Decca)

They call him King, but he really is the Columbus of modern jazz. Without his influence, dance music might yet be the discordant thing it was in 1920. But to this daring discoverer we owe not only the symphonic fox trot, but many another promising experiment in syncopated music. Sponsor of more than a score of today's best-known musical personalities, first to bring Tin Pan Alley to Carnegie Hall, Paul Whiteman still basks in the spotlight of world-wide fame as he did when his first Victor recording "Whispering" sold two million pressings. He says of himself: "I haven't yet reached the point of stodginess and old age where it is time for me to look back and wonder if it was all worth it."

NEVER
Has DECCA Had
So Many
"Smash Hits"

Not 1 or 2 or 3, but dozens of DECCA HITS are now available to operators who want to "cash-in" on songs the public likes. -:- Never before have there been so many outstanding DECCA favorites on the market at once. -:- Visit a DECCA office today and hear these records that will "mean money" to you.

Here Are 14 We Recommend

2321 SUNRISE SERENADE
by The Casa Loma Orch.
2384 BEER BARREL POLKA
by Jolly Jack Robel Band
2494 EL RANCHO GRANDE
by Bing Crosby
2285 SWEET ADELINE
by The Mills Bros.
2535 I SURRENDER DEAR
by Bing Crosby
2440 WOODCHOPPERS' BALL
by Woody Herman Orch.
2464 ROSE OF WASHINGTON SQUARE
by Bob Crosby & His Orch.
2286 IF I DIDN'T CARE
by The Ink Spots
2462 WELL ALRIGHT
by The Andrews Sisters
2507 IT'S FUNNY TO EVERY-ONE BUT ME
by The Ink Spots
2511 HORSEY KEEP YOUR TAIL UP
by "Schnickelfritz" Orchestra
2436 WISHING (Will Make It So)
by Russ Morgan & His Orch.
2541 AIN'T CHA COMIN' OUT
by Dick Robertson Orch.
2465 THE LADY'S IN LOVE WITH YOU
by Bob Crosby & His Orch.

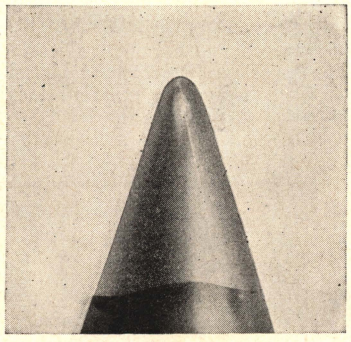
DECCA
DISTRIBUTING CORP.

3131 Western Ave., SEATTLE
108 E. 17th Street, LOS ANGELES
35 Stillman St., SAN FRANCISCO
TOMMY KEARNS, 1025 Alakea St., HONOLULU, T. H.
and other branches in U. S.

Needle Wear

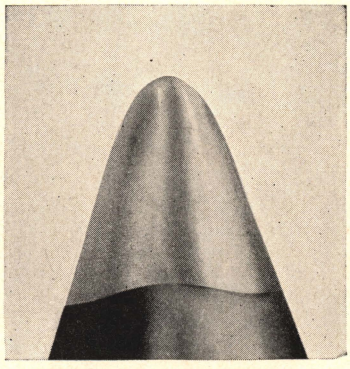
by Sherman Pate

Only through the use of the microphoto can an operator fully appreciate the delicate yet sturdy construction of the new Standard Elliptical Permo Point Needle. Hundreds of operators have found, during the past eleven years, how indispensable this modern phonograph needle is to perfect automatic phonograph reproduction.



No. 1

Illustration number one shows a Permo Point needle as it appears in playing position, or as it fits in the record groove. Picture number two is the side view of Permo's patented elliptical point. View number three illustrates the even wear on a Permo Point after it has played more than 2000 records.



No. 2

By comparing illustrations one and two, it may be observed that the elliptical point is twice as long as it is wide. This gives the practical feature of having two points on one needle. The even wear that is illustrated in view number three is made possible by the construction of the needle with these two bearing surfaces, guaranteeing a full life before the Permo Point is discarded. Music operators make use of this desirable feature by reversing the position of the needle point in the pickup one half turn every three to four hundred records.

That operators are sometimes confused by the apparent excess or surplus of precious metal point material remaining after the Permo Point has played over 2000 records, indicates the perfect construction and even wear of this modern needle. Operators must remember that it is necessary to have a minimum amount of point bearing surface in the record groove at all times for fidelity reproduction.

It is interesting to note that the Permo Point needle, in 2000 plays, shortens, in overall length, the approximate thickness

No. 3

of a human hair. This is possible because the precious metal point material is extremely fine grained and smooth and creates a self-lubricating polishing action in the groove rather than an abrasive action.

Many operators prudently anticipate the time when the needle will no longer give efficient service and make replacements, thereby protecting themselves against expensive service calls and needless wear on records. This is done by checking the number of plays as recorded on the meter, and inspection of the needle point with their Magnifiers.

In the past a few operators have tried resharpening used needles because they could see the apparent excess of Precious metal on the point. This has always proved to be false economy as it leads to poor reproduction, extra service calls and excessive record wear. It takes a skilled craftsman to shape the patented elliptical point and fashion a perfect radius which is so important. For perfect performance it is best to replace the worn needle with a new one after it has played 2000 records. ◆

George Hall

(Vocalion)

George Hall possesses a record for the longest musical run on Broadway, having played at the Taft Hotel for more than six years. In the matter of broadcasting, he has been allotted more time during this period than any other musical attraction heard over CBS. Hall was born in Brooklyn. His father was associated, as violinist, with the eminent Walter Damrosch. Consequently Hall was educated for a musical career. After many arduous years of study, he became first violinist for Victor Herbert and relishes many happy memories in this relationship. Considered the most unaffected bandsman along Broadway, Hall has always made it a stern policy to employ musicians who could legitimately interpret his arrangements. In the matter of arrangements the first requisite was embellishing the melody with modern harmonic designs. ●

• •

A man and his wife were suffering from seasickness, while their young son became more rowdy by the minute. Finally the mother mustered courage and voice enough to say:

"John, I wish you would speak to Willie."

The father, unable to lift his head, said feebly:

"Hello, Willie."

VOCALION
Tops Your "Must" List!

THESE WURLITZER-SIMPLEX FACTORY REPRESENTATIVES WILL HANDLE YOUR MUSIC REQUIREMENTS

W. E. SIMMONS
1025 North Highland Ave.
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SOLD EXCLUSIVELY TO OPERATORS

. . . AND YOU'LL REALIZE WHY 70% OF ALL MUSIC MERCHANTS OPERATE

WURLITZER

REG. U. S. PAT. OFF.

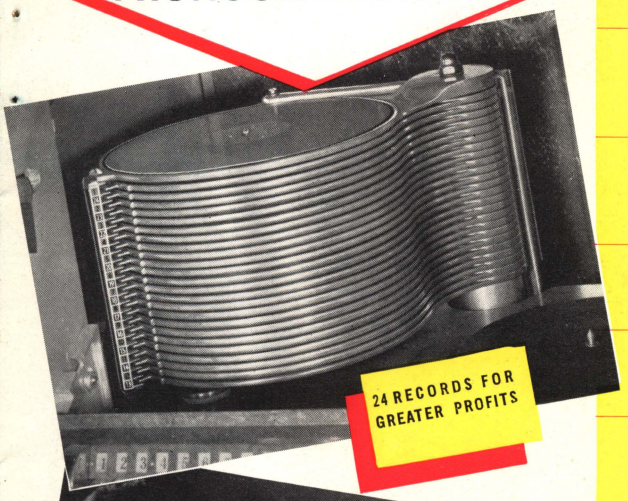
Commercial Automatic PHONOGRAPHS

Here's Proof THAT WURLITZER PHONOGRAPHS OFFER

MODEL 500

GREATER VALUE

Only **WURLITZER PHONOGRAPHS** *have*



BEFORE YOU INVEST IN ANY PHONOGRAPH

Compare the Value

ASK YOURSELF THESE QUESTIONS	WURLITZER	PHONOGRAPH A	PHONOGRAPH B	PHONOGRAPH C
Does it have 24 records thereby enabling Music Merchants to make more money by offering greater selection and making profitable use of old records?	YES	NO	NO	NO
Does it have a completely visible record changer that attracts more nickels because people like to see it work?	YES	NO	NO	NO
Has the Record Changer Mechanism been tried and proven by 5 years of continuous service in the field?	YES	NO	NO	NO
Does it have a piano type keyboard . . . with INDESTRUCTIBLE METAL keys?	YES	NO	NO	NO
Does it have illuminated coin slots to lure all the nickels in dimly lighted locations?	YES	YES	YES	YES
Does it have a "Record Now Playing" indicator which enables patrons to spot records they like and play them again?	YES	YES	YES	YES
Is the cabinet case sturdily constructed throughout with ply wood that won't split, crack or warp?	YES	NO	NO	NO
Are cabinet joints both glued and screwed for extra strength?	YES	NO	NO	YES
Is the cabinet completely braced and cushioned to prevent rattles and poor tone?	YES	NO	NO	NO
Are the cabinets built by the phonograph manufacturer in his own plant to his own rigid standards?	YES	YES	NO	YES
Has it a sturdy kick-proof metal grille protecting the speaker against damage?	YES	NO	NO	NO
Is the cabinet exterior finished in a liquor resisting lacquer and hand rubbed to a mirror-like finish?	YES	NO	NO	NO
Is brilliant illumination obtained with plastics without sacrificing cabinet strength by the excessive use of plastics?	YES	NO	NO	YES
Is the cabinet streamlined for easy cleaning?	YES	NO	NO	YES
Is the moving illumination operated by a power driven motor thereby eliminating any chance of its sticking or whirling too fast?	YES	NO	NO	NO
Does it offer HI-FIDELITY tone with Ear Compensated Volume Control that encourages people to play it again and again because of its marvelous music?	YES	NO	NO	NO
Does it have a Needle Setter assuring accurate positioning of the needle, minimum record wear and correct tone?	YES	NO	NO	NO

GET THESE GREATER VALUES WORKING FOR YOU UNDER

WURLITZER'S MODERNIZATION PROGRAM

WURLITZER'S STEP BY STEP MODERNIZATION PROGRAM ENABLES MUSIC MERCHANTS TO *Step Up Profits* FROM THEIR ENTIRE OPERATION

HERE'S HOW IT WORKS

1

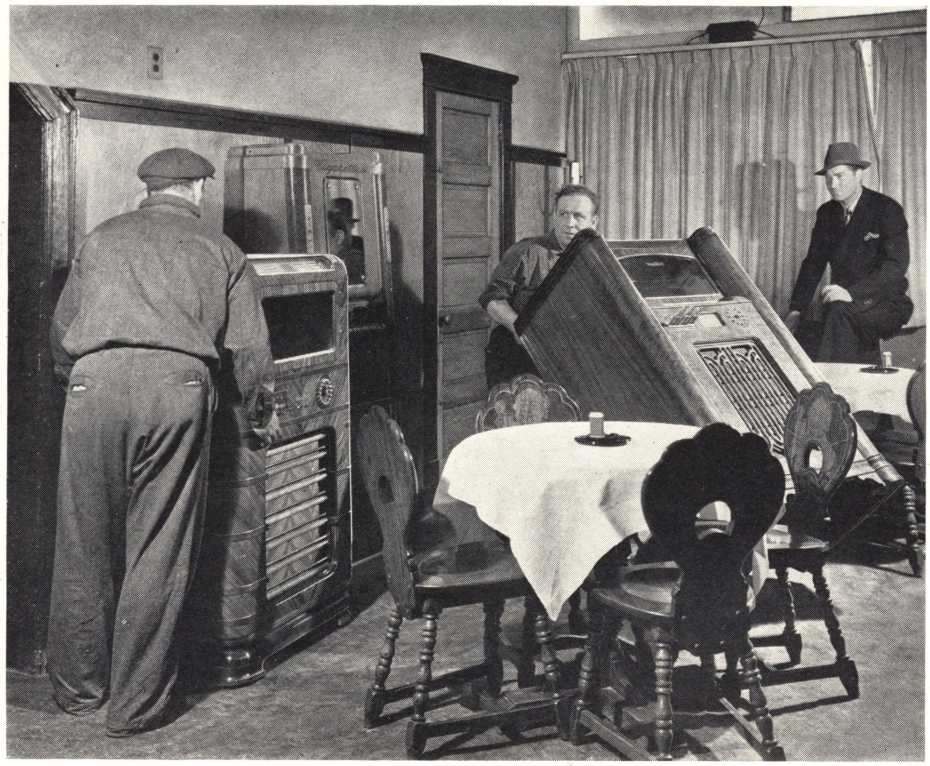
MUSIC MERCHANTS PUT NEW WURLITZER MODELS 500 OR 600 IN BEST LOCATIONS

• Under Wurlitzer's Factory Trade-In Plan, Music Merchants turn in old, low-earning phonographs toward brilliant new Wurlitzer Models 500 or 600—place these top-earning instruments in their best locations—see their income from these outstanding spots become greater than it ever was before, thanks to 24 record selection—piano keyboard selectors—brilliant cabinet illumination and the finest tone ever offered in any phonograph.

2

MOVE PHONOGRAPHS FORMERLY IN BEST LOCATIONS TO SECOND BEST PLACES

• As second step in modernization program, music merchants replace instruments in second best locations with more modern, higher earning phonographs formerly in their best locations. Immediate increase in earnings from second best locations results under stimulus of improved cabinet illumination, superior tone and 24 record carrying capacity enabling location to meet the varied music tastes of all patrons.



3

MOVE PHONOGRAPHS FORMERLY IN SECOND BEST LOCATIONS TO THIRD BEST PLACES

• As third step in modernization program, music merchants move phonographs formerly in second best spots to third best locations. Results? Greater earnings from these places, too, as profits from entire operation go up under application of step by step modernization program made possible by Wurlitzer's Factory Trade-In Plan. Old instruments originally in these locations are traded in to be totally destroyed.

ONLY WURLITZER'S TRADE-IN PLAN GUARANTEES COMPLETE DESTRUCTION OF OBSOLETE INSTRUMENTS

TURN IN YOUR OLD INSTRUMENTS

WITH ASSURANCE THAT THEY WILL NEVER AGAIN COMPETE WITH YOU FOR ANY LOCATION

SMASHED TO PIECES

WURLITZER REALLY SMASHES THEM!

- Every obsolete phonograph turned in under Wurlitzer's Factory Trade-In Plan on Wurlitzer Model 500 or 600 Phonographs goes direct to the nearest of 28 bonded warehouses where it is quickly and totally demolished. Nothing is saved. There is no chance that these old instruments will ever appear again on any location.

Only Wurlitzer guarantees total destruction of all phonographs traded in—takes this progressive step as part of its program to stabilize Music Merchant operations and enable Wurlitzer Music Merchants everywhere to make more money.

THE ONLY COUNTER MODEL PHONOGRAPH WITH BUILT-IN SPEAKER

NOT A MAKESHIFT BUT A COMPACT SELF-CONTAINED PHONOGRAPH

• • • •

REQUIRES LESS SPACE...NO EXTRA WIRING . . . NO AUXILIARY SPEAKER

• • • •

GETS GREATER PLAY

Because

THE SPEAKER IS WHERE THE SPEAKER SHOULD BE...IN THE PHONOGRAPH

DESPITE ALL THESE MONEY-MAKING FEATURES— WURLITZER COUNTER MODEL COSTS LESS TO OWN AND OPERATE THAN ANY OTHER PHONOGRAPH—PAYS OUTSTANDING RETURNS PER DOLLAR INVESTED

• The original and only Counter Model Phonograph designed expressly for the purpose it so profitably fulfills. Combines unrivalled beauty, brilliant illumination with built-in speaker, superior tone and top play appeal. Requires no auxiliary speaker, no cumbersome wiring.

Already proven to pay the *biggest profits per dollar invested.* More compact, it fits easier on bars or counters. More economical, it costs less to buy—less to operate than any other phonograph. Plays 12 records. Hear it! See it in action. You'll realize why it is proving a sensational profit producer in thousands of new kinds of locations.

THE RUDOLPH WURLITZER COMPANY, North Tonawanda, N. Y.

A Name Famous in Music for Over Two Hundred Years

Canadian Factory: RCA Victor Co., Ltd., Montreal, Quebec, Canada

Turn The Page . . . See The New Fields For Profit Opened Wide By This Brilliant

WURLITZER

REG. U. S. PAT. OFF.

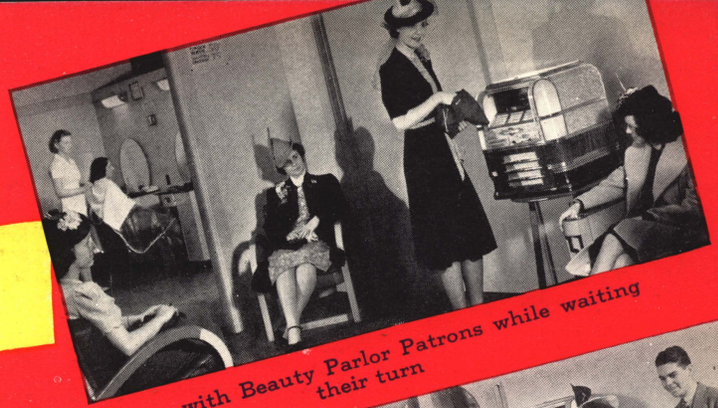
Counter Model 61

PHONOGRAPH

WURLITZER
REG. U. S. PAT. OFF.

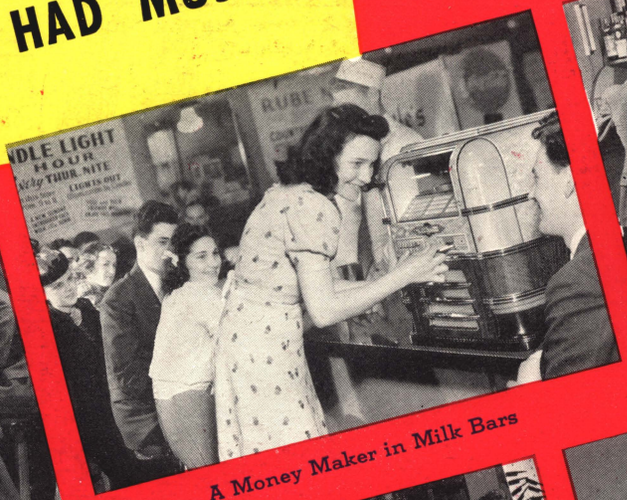
COUNTER MODEL 61

OPENS UP THOUSANDS OF NEW TYPE LOCATIONS—PAYS BIG PROFITS IN PLACES THAT NEVER BEFORE HAD MUSIC

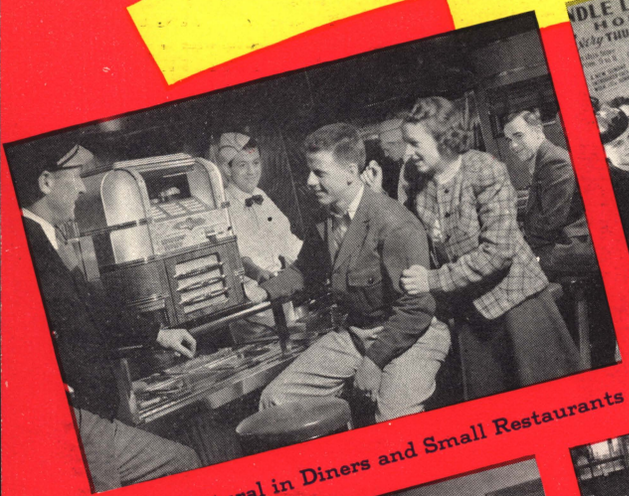


Popular with Beauty Parlor Patrons while waiting their turn

A Nickel Getter in Small Cocktail Lounges

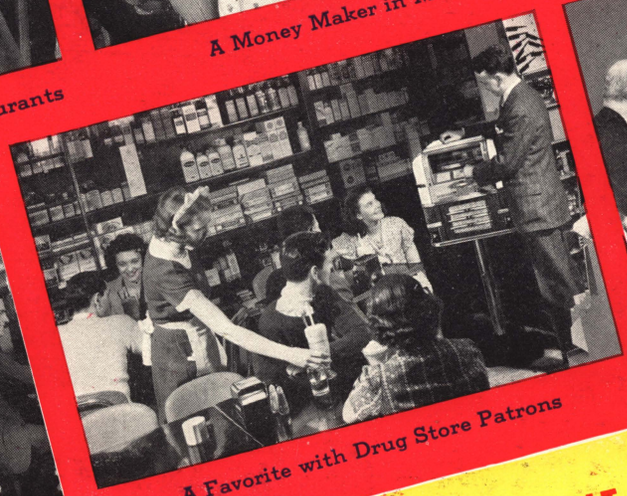


A Money Maker in Milk Bars

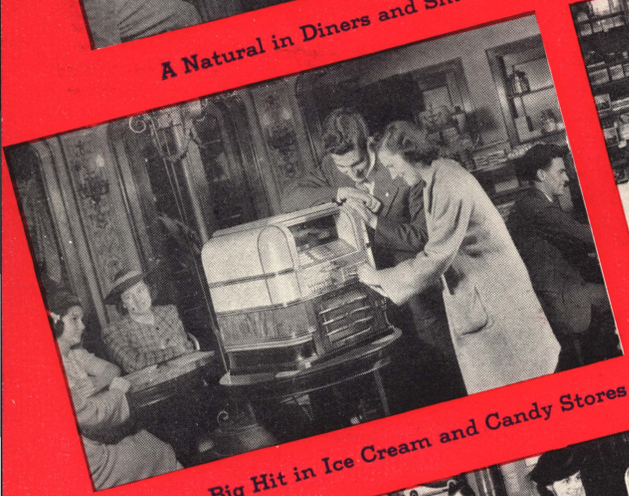


A Natural in Diners and Small Restaurants

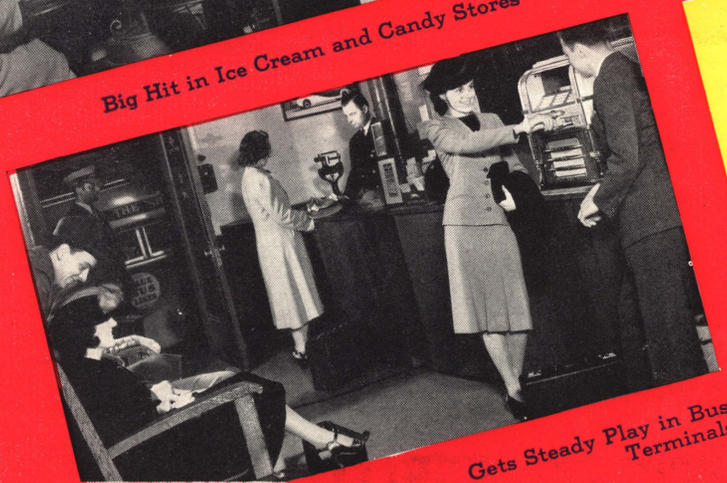
Goes Great in Legion Posts and Lodge Rooms



A Favorite with Drug Store Patrons



Big Hit in Ice Cream and Candy Stores



Gets Steady Play in Bus Terminals

A BIG PROFIT PRODUCER IN THESE LOCATIONS, TOO

General Stores
Tourist Camps
Chinese Restaurants
Roadside Stands
Pool and Billiard Parlors
Swimming Pools
Golf Clubs
Fraternities
Sororities
Filling Stations
Summer Resort Hotels
Winter Resort Hotels
Social Clubs
Amusement Parks
Barber Shops
Hotels
Gymnasiums
Country Clubs
Airports
Cigar Stores
YMCA'S and YWCA'S
Steam Boat Companies

and

as a second phonograph on the bar in large multi-room locations having a Console Model Wurlitzer in the main room.

The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.

Please ship me ..... Wurlitzer Counter Model 61
STATE QUANTITY
Commercial Automatic Phonographs, in payment of which my check is enclosed.

Name .....

Address .....

City ..... *State* .....

Get All These New Kinds of Locations Earning for You

ORDER NOW

MAIL THE COUPON

Northern California

(Continued from page 6)

Spanish galleon with all chromium sails set, in case you're not in the know, and it's got a five-tube radio to boot. Operators are getting good results with it on their sales boards, Anne states.

The E. T. Mape Company received two shipments of Seeburgs during the past week and they could use two more easily. Nothing has made such a hit in the past season as the marbl-glo finish which graces each of the new Seeburg cabinets. Ed Mape and Mrs. Felice Church are carrying on the business while Vance and his wife frolic in Alaska.

Mr. and Mrs. Harry Nemer visited San Francisco this month to take in the Fair and call on their friends among the jobbers. Nemer is an operator in Portland, Ore.

Mary Reuben, secretary for Irving Feitler of the Gardner Company in Chicago, spent her vacation in San Francisco where she took in the Fair and some of the night spots. She made such a hit that local jobbers have added her name to their lists of Lonesome Club Pen Pals.

Jack Keeney's daughter and her brand new husband (whose name has slipped our memory) came to town to celebrate a delayed honeymoon. One of the eligible jobbers wished she had visited the Coast before and not after she was swept into matrimony.

Paul and Mrs. Munkdale, local operators, write that they are having one big time for themselves in Denmark where they are spending some time with friends and relatives.

E. H. Beck, Oakland operator, purchased one hundred fifty Tom Thumbs this week and plans to use almonds in them. Beck has recently added two new routes to his own in Alameda County.

Harry Davis, who has been operating a route in Santa Rosa, has sold out and will move to Denver some time this month. He plans to organize a new route there.

If you have ever doubted your Snacks machine here's one to encourage you. In a little town of two hundred population near Colusa there is a pool hall where an operator has placed a Snacks. "He services it once a month," says the owner of the hall, "and then never takes out less than twelve dollars. Wish I owned it myself," he concluded.

Mrs. Vernon Meeker visited San Francisco this month and purchased supplies for her husband's candy and nut route in Santa Rosa.

Skee Ball is doing a whale of a business on the Santa Cruz boardwalk this season. People wait in line to get a chance to play. All new equipment was installed this season and the owner has doubled his money already.

Swanson's Playland has opened again in Santa Cruz and will run during the summer months next to Harry Hines' Santa Cruz Bowl. It's a Penny Arcade with Bingo tables. Incidentally, Harry is still piling 'em in at his Bowl. People now have taken to signing up during the day to be sure of a chance to play in the evening. Harry says there's never a time day or night when there aren't people waiting for their number to be called to play. His new Bowl at Monterey will be ready shortly and will be as thoroughly equipped as the present one in Santa Cruz.

Gordon Mills has been operating two coin operated movie machines at San Francisco's new Aquatic Park with great success. Put there primarily on trial, they have more than lived up to Mills' expectations. ◆

VOCALION
Tops Your "Must" List!

HEADLINERS
IN THE PROFIT PARADE

FIVE STAR NUMBERS OF THE PAST MONTH

BLUEBIRD

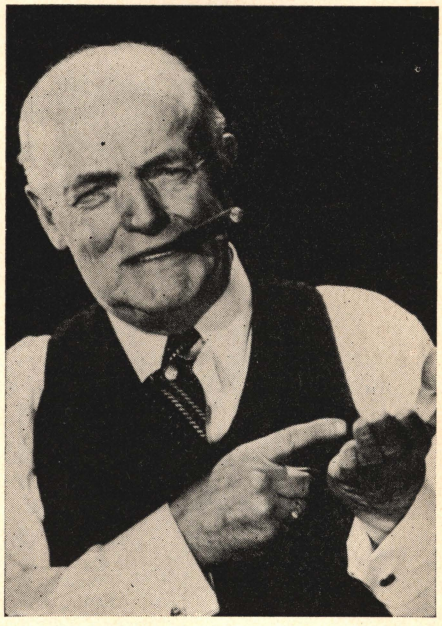
10308 Shep Fields
I DREAM OF JEANIE WITH THE LIGHT BROWN HAIR (FT VC)
10310 "The Smoothies"
AIN'T SHE SWEET (V)
STEAMBOAT BILL (V)
10295 "The Smoothies"
CHEW, CHEW, CHEW (V)
BREEZIN' ALONG WITH THE BREEZE (V)

DECCA

2535 Bing Crosby
I SURRENDER DEAR (V)
IT MUST BE TRUE (V)
2540 Jan Savitt
THAT'S A PLENTY (FT)
WHEN BUDDHA SMILES (FT)
2511 Freddie "Schnickelfritz" Fisher
HORSEY KEEP YOUR TAIL UP (VN)
MY PONY BOY (V)
2494 Bing Crosby
EL RANCHO GRANDE (V)
IDA SWEET AS APPLE CIDER (V)

VICTOR

26278 Hal Kemp
LOVE FOR SALE (FT VC)
PARADISE (FT VC)
26280 Kenny Baker
STAIRWAY TO THE STARS (V)
WHITE SAILS (V)
26272 Hal Kemp
I'M SORRY FOR MYSELF (FT VC)
WHEN WINTER COMES (FT VC)



I Buy Wurlitzer Phonographs Because

Only WURLITZER *Has*

☆ A completely visible record changing mechanism

☆ 24 record selection

☆ Scientifically combined plastics with cabinet design to obtain brilliant illumination without sacrificing cabinet strength

and because

☆ There is no substitution for Wurlitzer style, beauty, dependability and success.

The RUDOLPH WURLITZER CO.

W. E. SIMMONS
District Manager

1025 North Highland Ave. Hollywood, Calif.

GRanite 4148

SENSATIONAL OFFER

FOR ONLY $59.00 WE WILL CONVERT YOUR 12 RECORD ROCK-OLA INTO AN . . .

East Coast Luxury Marblite Counter Model

$99.00 otherwise

SPECIFICATIONS

1—SIZE: 20½" high, 21¾" wide, 19¼" deep.
2—ILLUMINATION: Full sized red plastic pilasters; rainbow effect in record chamber.
3—CABINET: Mouldings of Black Marblite, all flat surfaces of variegated American Marblite effects.
4—TAPE PROOF 5-10-25c SLOTS . . . (The ONLY Counter Model with 3 Slots).
5—12-Record Rock-Ola Multi-Selective Mechanism.
6—SPEAKER: The only Counter Model with built-in, full 12" dynamic speaker!

RUSH US YOUR 12 RECORD ROCK-OLAS NOW!
AMERICA'S LARGEST STOCK OF FINE USED PHONOS AT WORLD'S LOWEST PRICES!!
IMMEDIATE DELIVERY ON NEW SEEBURG SYMPHONOLAS

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.
625 10th Ave., New York (Phone: LOngacre 5-4877) Sam Kressburg, Mgr.

Webster Knew His "Variety"

CHICAGO—"Webster did a wonderful job of describing Variety for us," Ray Moloney, president of the Bally Manufacturing Company, states, when discussing their new novelty game. "The definition of the word variety in Webster's dictionary is 'intermixture of a succession of different things; variation; diversity; change,' and that is just what we wanted to give the trade when we produced Variety. It is a variation, diversity and change from anything that has ever appeared on the market before.

"Variety is the spice of games, and it brings an entirely new principle to the coin machine amusement division. Where our Bally Reserve allowed the coin to build up a large award, Variety allows the player to build his own award as he plays the game. The suspense is there as the player is never sure of a winner until the very last second of play.

"Spice is added to the game as Variety recreates live bumpers of dead ones and allows each hit on a dead bumper to register another point, and still give the player the suspense thrill of shutting off other bumpers on the playing field at the same time."

Variety is put out with a beautiful cabinet and has many of the best features of previous Bally hits. It is now in heavy production at the Bally plant. ◆

• •

Mose Lightfoot, one of the best hod carriers on the job, lost his footing and fell to the street, four stories below.

Mose hit on his head, struck the cement pavement and went through to the basement.

When the foreman went to the basement, expecting to find Mose cold and stiff, he met Mose coming up the steps.

"Great Scott, man, aren't you killed?" he cried.

"No," Mose replied, dusting off his clothes. "I guess dat concrete pavement musta broke my fall."

Production Of Games Heavy For Gottlieb

CHICAGO—With orders for their new baseball hit, Batting Champ, coming in at an increasing speed, and the famous twins, Lot-O-Fun and Lot-O-Smoke, being put back into heavy production for the third time, officials of D. Gottlieb and Company state that they anticipate a busy summer.

"Seasoned distributors marvel at the success of Batting Champ," heads of the company state. "This new hit is proving not only the outstanding baseball hit of the year, but a record-smashing money-maker. This is due to two sensational new ideas.

"First the game allows the player to build up an amazing total of batting average points by skill, right while playing; and second it introduces an exclusive new electro-mechanical improvement, heretofore believed impossible in a coin game.

"The game can be operated in practically any territory, and under almost every kind of condition, with a top profit. Provisions are now being made at the factory for a long run at peak production."

Lot-O-Fun and Lot-O-Smoke are also back in production, officials state. Orders are still coming in strong and the factory has been forced to work overtime to meet demands. ◆

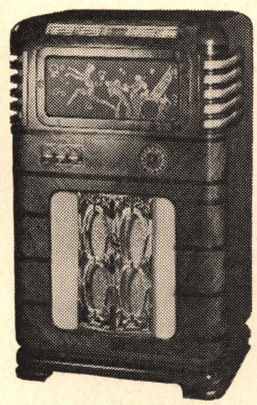
"Fats" Waller
(Bluebird)

"Fats" Waller is known throughout the country as a Bluebird recording artist and for his singing and mastery of the piano and organ. Like many another minister's son, "Fats" at the age of fifteen, decided against his father's wishes that he don the cloth, and instead chose music as his career. A few years of theatre and night club work followed, and then came his first real "break" in the form of an assignment to write the music for the show, "Keep Shuffling." Next came a tour of the Publix theaters as an organist, and in 1930 he was engaged to write the lyrics of another musical show, "Hot Chocolates." Since that time he has toured abroad and was headlined at the leading night clubs in England and on the Continent, but is now back in this country continuing his personal appearances and success on Bluebird records.

Golden Returns from Eastern Trip

LOS ANGELES — Will R. Golden, U-Need-A-Pak distributor, returned in July from a two and one-half month trip through the East and Middle West. Golden covered 22 states and called on hundreds of operators. He reports that the business trend is definitely up and that operators report an increase of over 30 per cent over last year.

Operators interested in the new six, eight and nine column cigarette machines, now being placed on the market by U-Need-A-Pak, will be able to inspect them at the Los Angeles office within the next 30 days, Golden states. They have been on test locations for several months in the East and are now ready for distribution. ◆



BRILLIANT ILLUMINATION

IS MAKING BIG PROFITS EVERYWHERE AND WILL MODERNIZE YOUR EQUIPMENT

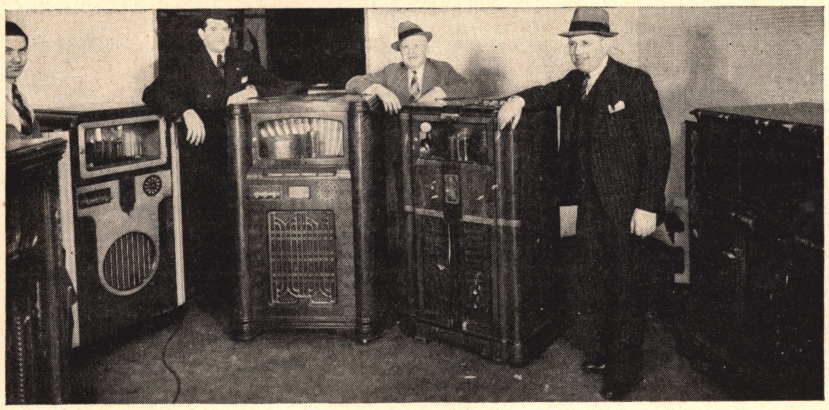
This attractive grill scientifically designed with cast aluminum and the finest new red illuminated plastic combined with the beautiful new red louver corners and door design. Music merchants install this equipment. It will make you money, save you money, and satisfy your locations.

Complete $25.00
Lower Grill $12.50
Corner Ensemble $12.50

Available for 616, 616A, 617, P12, 412, 416
Descriptive Literature On Request

MILTON H. LANGE

418 S. Glendale Ave. **Glendale, Calif.**



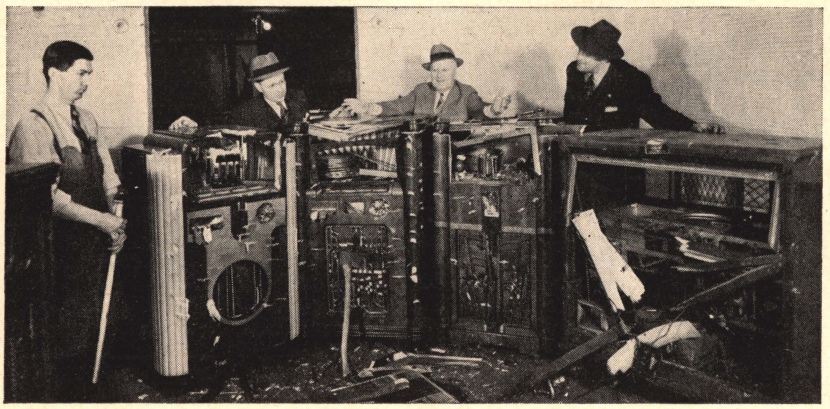
Phonos Smashed As Ops Watch

PITTSBURGH—With vivid truthfullness the pictures tell the story of what happens to old phonographs taken in trade by Wurlitzer dealers. The scenes above and below took place recently when Wurlitzer Music Merchants I. H. Rothstein and Harry Rosenthal asked District Manager Harry Payne to show them what happened when obsolete models reach one of Wurlitzer's 28 warehouses.

Payne gladly complied and took the two men to Shanahan warehouse to witness wrecking of phonographs collected there. In the upper photo, Payne, standing between Rothstein and Rosenthal, view machines too old to be placed profitably on location.

In the lower photo the axe of executioner Crowley has fallen and the "old fellows" will never play again. After the group left the destruction continued until nothing but a pile of splinters and twisted metal remained.

Rothstein and Rosenthal agreed: "It's noisy work but it sure does the music merchant a great deal of good. The Wurlitzer Factory Trade-in Plan with its guarantee that no instrument turned in will ever see the light of day is helping to stabilize the automatic music business as nothing ever has in the past." ◆

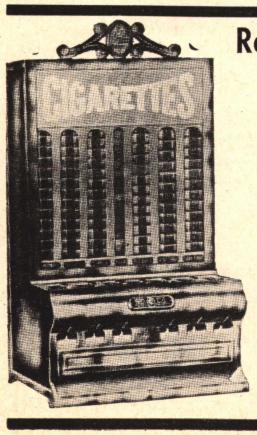


Two old Scotchmen sat by the roadside, talking and puffing away merrily at their pipes.

"There's no muckle pleasure in smokin', Sandy," said Donald.

"Ho dae ye mak' that oot?" questioned Sandy.

"Well," said Donald, "ye see, if ye're smokin' yer ain bacca ye're thinkin' o' the awful expense, and if ye're smokin' some ither body's yer pipe's rammit sae tight it won't draw."



Rowe DeLuxe

- 6 Columns
- 1c Box Match
- Shows Last Coins
- Capacity, 150 Packs

$14.50 Ea.

Metal Stands, $2.50 Extra

½ Deposit Must Accompany Order, Balance C. O. D.

Send for List of Reconditioned Machines of Every Description.

X-L-COIN MCH. CO., INC.
1353 Washington St., Boston, Mass.

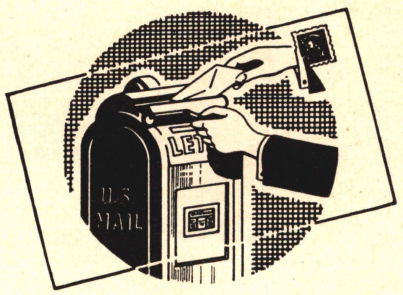
Mail Copy and Cuts

NOW

for the big

August Issue

◆



New Features ***New Departments***

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Chicago, Ill.

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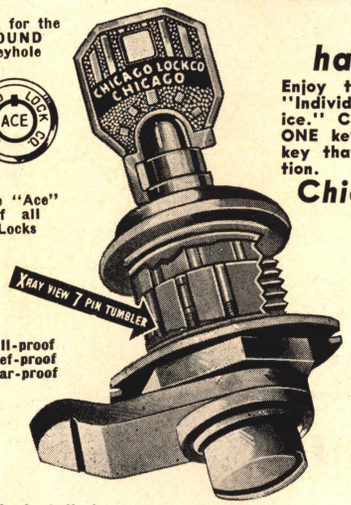
The "Ace" of All Locks

Gives You the Greatest Thief-Proof Protection

INDIVIDUALLY REGISTERED KEY SERVICE
WITH THE WORLD FAMOUS
ACE ROUND KEY →
—that defies duplication—
and as high as 75,000 Key Changes

Look for the ROUND Keyhole

The "Ace" of all Locks



Drill-proof
Thief-proof
Shear-proof

Easily Installed on New Machines or as Replacements

only YOU have this key!

Enjoy the *extra* security of our "Individually Registered Key Service." Control ALL your locks with ONE key—the famous Ace ROUND key that defies fraudulent duplication.

Chicago Ace Lock

Note ingenious construction with 7 pin Tumblers operating in parallel sockets surrounding cylinder. Only your registered Ace ROUND Key opens it. Number secretly registered with us. Play Safe! — with the complete protection "Chicago" gives you.

There's a Chicago Lock for Every purpose . . . All insure — "UTMOST Economy—LOWEST Cost"

CHICAGO LOCK COMPANY
Dept. 97
2024 N. Racine Ave.
Chicago, Ill.

Bargain Mart

5c PER WORD, MINIMUM $1.00

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COIN COUNTERS
Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Bargain List is waiting for you. We Buy, Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. (MJJ-P)

TOKENS AND CHECKS
We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED
Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

COIN COUNTERS
Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. (SS-C)

SLUG CARDS
Stop the slugs. REVIEW Slug Cards will. On heavy cardboard. 20c dozen, plus 10c postage and wrapping on each order. REVIEW, 1113 Venice Blvd., Los Angeles, Calif.

BARGAINS FROM DAVE MARION
Write for our latest bargain list. We buy, sell or exchange. Largest stock in the Midwest. All machines sold on a money-back guarantee. We carry a complete line of all types of equipment and we always have real bargains. MARION COMPANY, Wichita, Kansas. (12-39)

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Fifty nearly new twenty-five cent Advance. Some in original cartons. Build a permanent income. Five fifty each. 1322 Lee, Long Beach, California. (MJJA-P)

PACES RACES
and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

WANTED
500 Counter Machines or Games. Will allow credit of $5.00 each for same. Write for complete details. ROY TORR, 2047-D South 68th St., Philadelphia, Pa. (MJJ-C)

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WANTED
Will pay cash for legitimate business. Must stand investigation. Tell all first letter. Box 285, COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, Calif. (J-P)

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For the Luxury, Marbelite Counter Model, the best Counter Model buy in America with nickel, dime and quarter slots and built-in twelve inch dynamic speaker. For $59.00 and your twelve record Rock-Ola, we will convert it into the new Marble Luxury Job. EAST COAST PHONOGRAPH DISTRIBUTORS, INC., 625 Tenth Avenue at 45th Street, New York City. (JAS-P)

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WANTED
Major, Spottem, Lotta Fun, free play machines, regular games. Quote price. K. C. VENDING, 415 Market St., Philadelphia, Pa. (J-C)

NEW AND RECONDITIONED
Vending Machines and supplies. Send for latest low price list. RAKE, 7 South 22nd Street, Philadelphia, Pa. (J-C)

BARGAINS FROM DAVE MARION
7 Jennings Good Luck, $19.50; Gingers, latest model, $13.50; lots of 5, $13.00; Tri-O-Pak, $6.00; Royal Flush, $7.00; Spinner Winner, $17.50; Zephyrs, 1c cigarette or fruit symbols, $8.75; Penny Packs, reconditioned, $7.00; lots of 5, $6.50; Deuces Wild, $7.50; Mills Kounter King, $7.50; Tally, $9.50; Triple Grippers, $6.50; Mills Vest Pocket Bells, conservative reels, $27.50; 5c Q. T.'s, $20.00 up; other slots, 5c, 10c and 25c play, $10.00 up. AUTOMATIC ONE BALLS: Fleetwood, $19.50; Fair Grounds, $17.50; Derby Day, clock, $12.50; Multiple Races, Gottlieb, $19.50; FREE GAME TABLES: Bally Fifth Inning, $52.50; Genco Fair, $47.50; Daval Trio, $39.50; Contact, $57.50; Airport, $72.50; Box Score, $59.50; Genco Natural, $42.50; Pot Shot, one ball multiple, $55.00. NOVELTY TABLES: Chubbie, $29.50; St. Moritz, $24.50; Ritz, $19.50; Zeta, $15.00. NOVELTY TABLES: 50 from $3.00 up, reconditioned and ready to set on location. We carry the most complete stock in the Central West. Write for our latest price list. MARION COMPANY, Wichita, Kansas. (J-C)

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